

### Sommer CASUALS

#### Today's "High-Style" Shoe Fashions ... AT DOWN-TO-EARTH PRICES!



STARLET—Such a pretty black imitation suede ballerina . . . with gold threaded through the laced front . . . ending in a pert side bow. The plastic sole will wear and wear. Amazingly low priced at only

\$395

COLORS:
Black
Brown
Red
White Sotin

DEADING LADY — The everpopular ankle strap sandal...
with easy - to - wear platform
sole . . . chic openwork front
. . . smart semi-wedge heel.
Inky black suede with plastic
sole for long-wearing comfort.
Only

**\$4**44

COLORS:

Green Red Black Narrow widths, sizes 51/1-9
Medium widths, sizes 4-9

PRIMA DONNA — Excitingly cut vamp . . . in a ballet slipper of black suede or capeskin! Flattering with or without removable anklet. Built-in wedge gives cushion-like comfort. Exceptional at

Medium widths, sizes 4-9

\$444

COLORS: Black Brown Green



POCAHONTAS — You'll love this moccasin for its novel woven vamp, it's easywalking comfort! Durable composition rubber soles. Genuine leather in black, brown, red or ox blood. A real value at

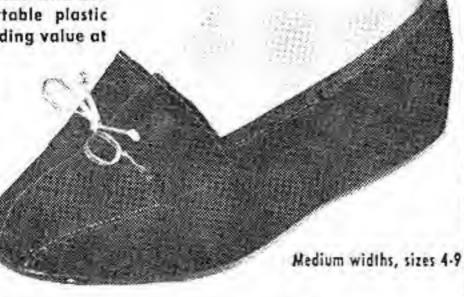
\$395

Medium widths, sizes 4-9

INGENUE — Ballet slipper bound with grosgrain . . . sporting flap drawn together with tiny golden bow. Black suede with durable, comfortable plastic soles. Outstanding value at

\$444

COLORS: Red Brown Green Wine Black



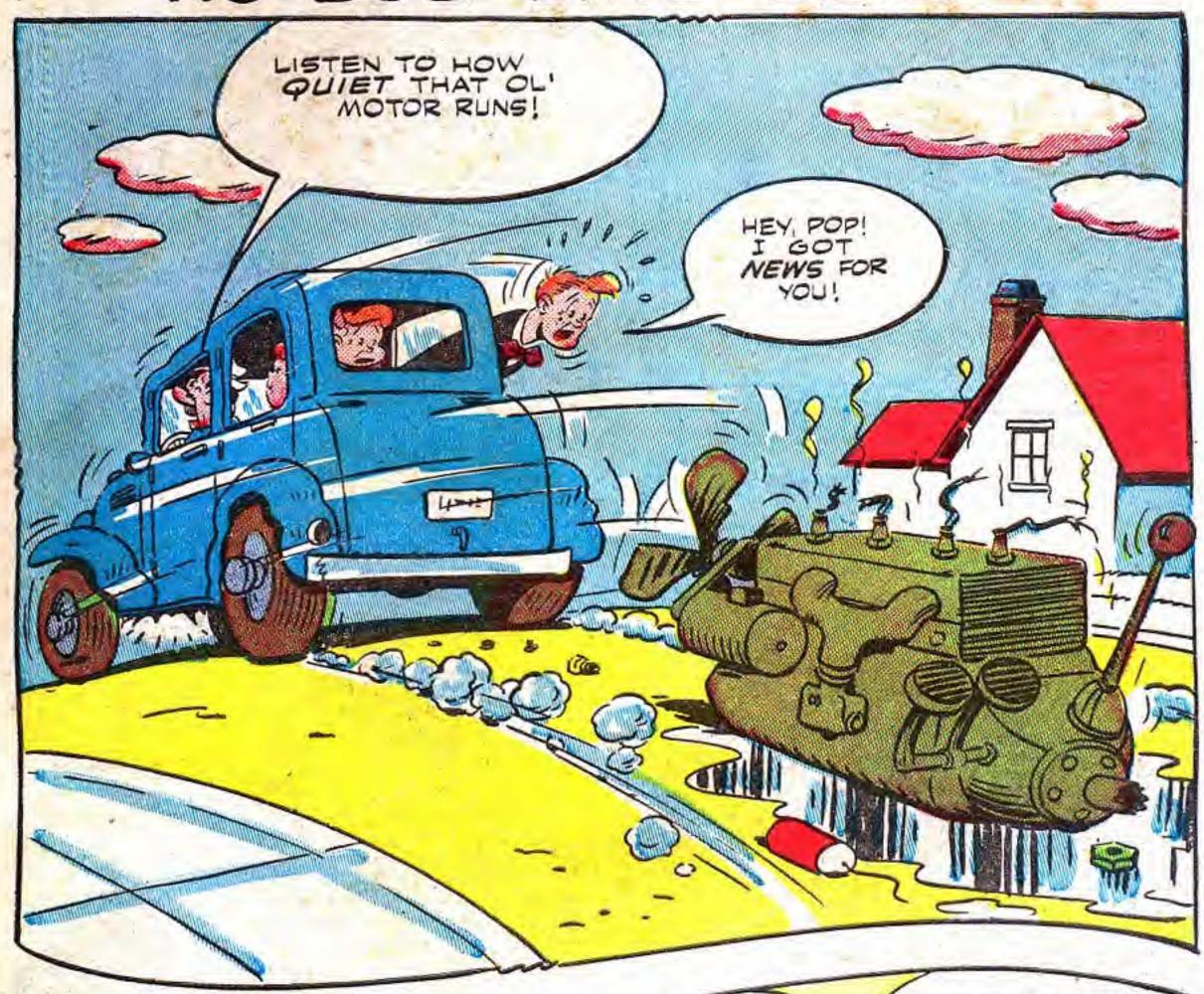
MAGINE . . . the exciting, "new look" casuals you've dreamed of owning . . . yours at a 25 to 50% saving . . . by buying direct! Select the styles and colors you desire . . . mail the coupon . . . and pay the postman. If you want to send check or money order, we will pay the postage. Either way, if you aren't thrilled and delighted with your Lovmees . . . return them within 10 days and your money will be cheerfully refunded!

LOVMEE SHOES, Dept. AC-11 871 Broad Street, Newark 2, New Jersey Gentlemen: Please send me the following:

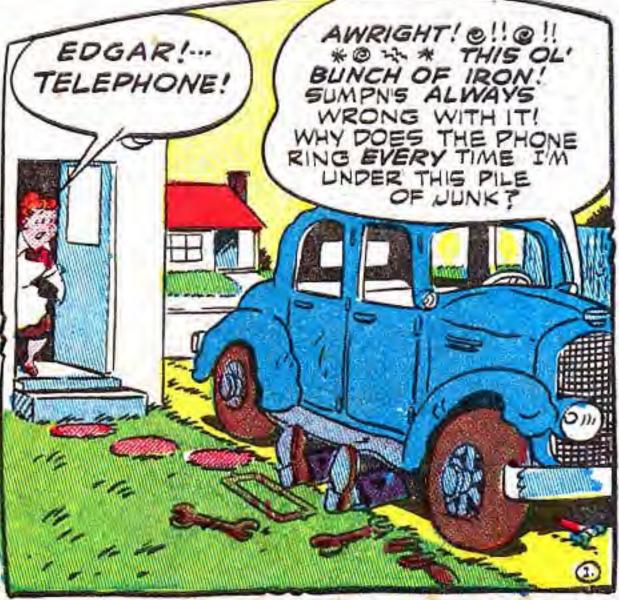
PAIRS	STYLE AND PRICE	COLOR	SIZE	WIDTH
	Debutante@ \$3.95			
	Starlet@ 3.95			de
	Leading Lady @ 4.44			1
	Prima Donna @ 4,44		1	
	Pocahontas .@ 3.95			
	Ingenue@ 4.44			

SENT ON APPROVAL-SEND NO MONEY

# THE BESS"





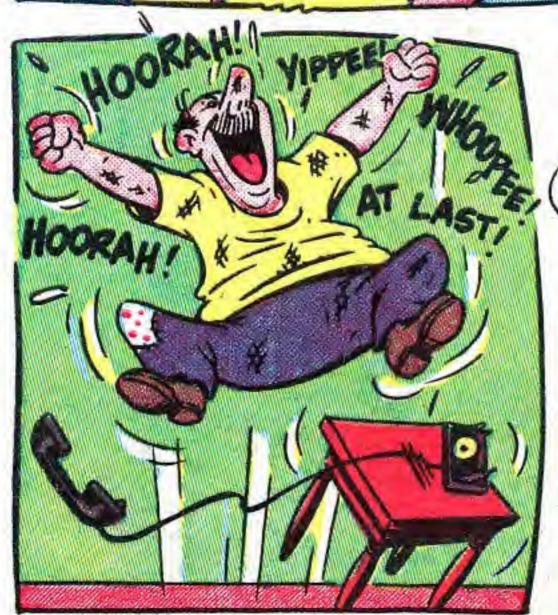


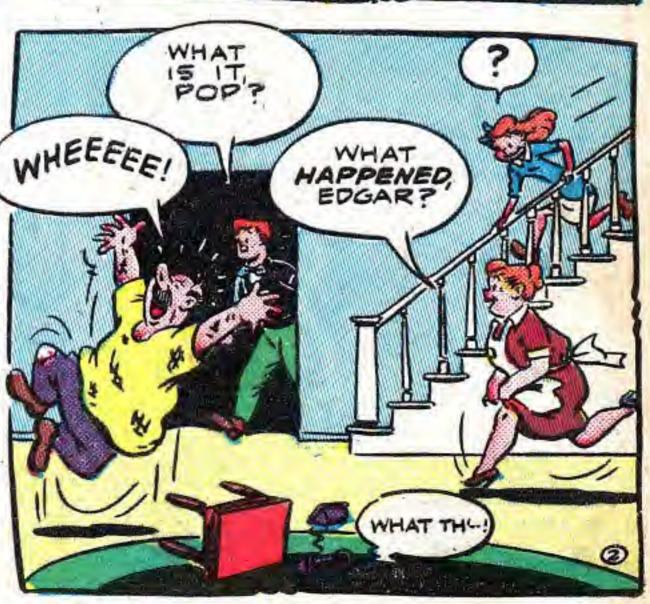




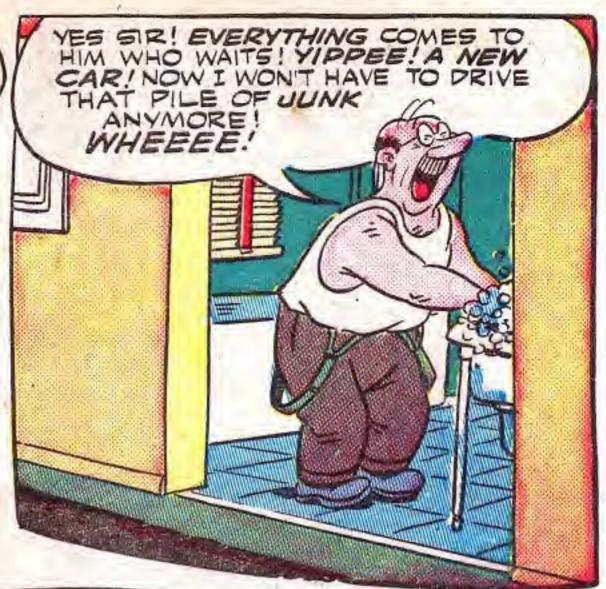




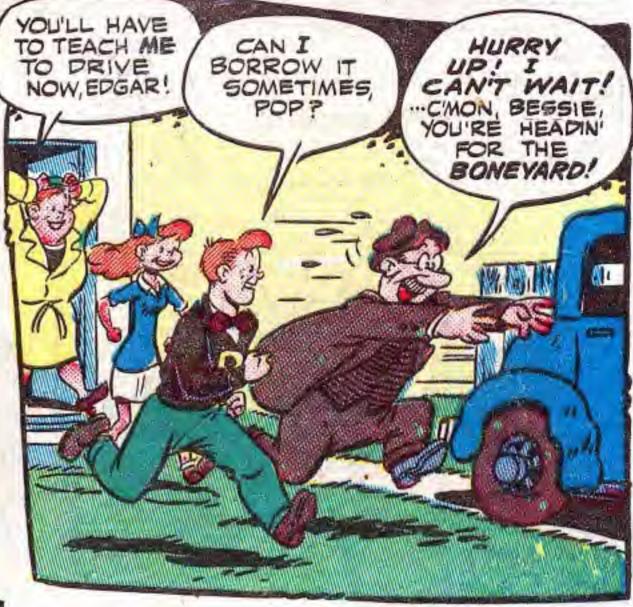
















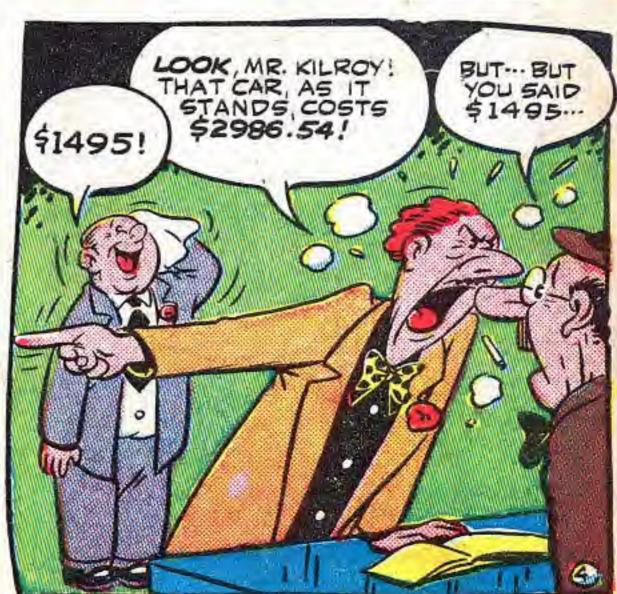


I'LL JUST WRITE OUT A CHECK FOR HER AN' WE'LL BE ON OUR WAY! I CAN'T WAIT TO DRIVE 'ER! I'VE BEEN SAVING FOR THAT BABY EVER SINCE THE DAY I ORDERED HER BACK IN 1946!









YES, THAT'S TRUE, MR. KILROY, BUT
THAT'S THE PRICE OF THE CAR ALONE!
WITHOUT THE ELECTRIC CLOCK AN' THE
SUPER-DYNAMIC RADIO WITH PEACHY
PLASTIC PUSH-BUTTONS AN' THE WHITE SIDEWALL TIRES AN' THE SEA-FOAM AIR CUSHIONS
AN' THE WISHY-WASHY WINDSHIELD WIPER
AN' THE SEALED BEAM FOG LIGHTS AN'
THE ATOMIC CIGAR LIGHTER AN' THE
PRETTY-PUSS VANITY MIRROR!

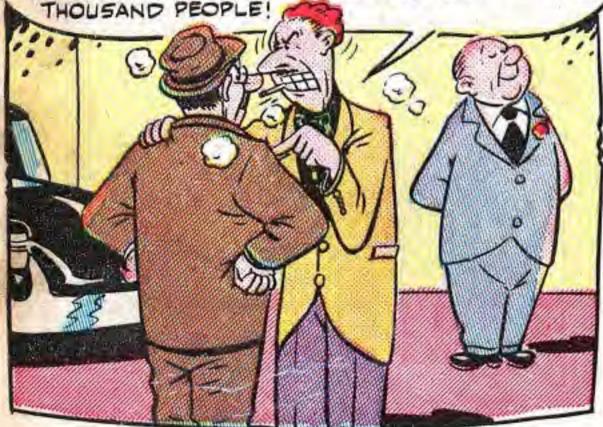


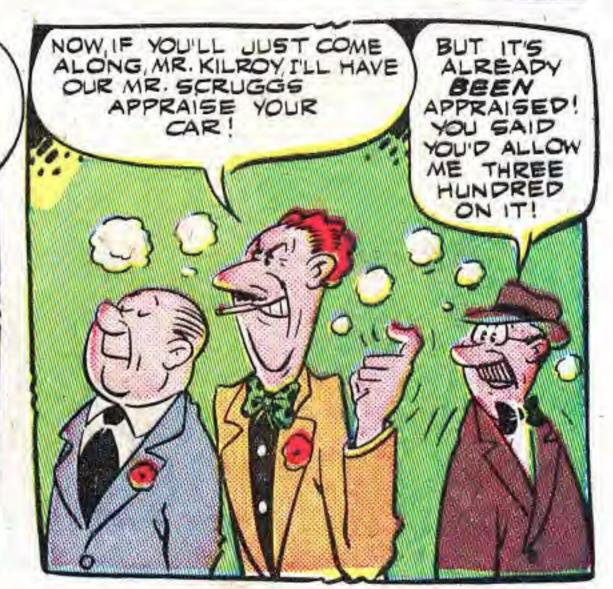
WELL, WHO WANTS ALL THAT JUNK
ON THEIR CAR ANYWAY? WHAT DO
I WANT WITH WISHY-WASHY SEAT
CUSHIONS AN HOT AN COLD FOLDING
GEARSHIFT? THAT STUFF I CAN DO
WITHOUT! JUST ORDERED
AN AUTOMOBILE! IT DOESN'T HAVE
TO COME EQUIPPED LIKE THE BLOSSOM
ROOM AT THE WALDORF CASTORIA!
TAKE ALL THAT EXTRA

STUFF OFF!

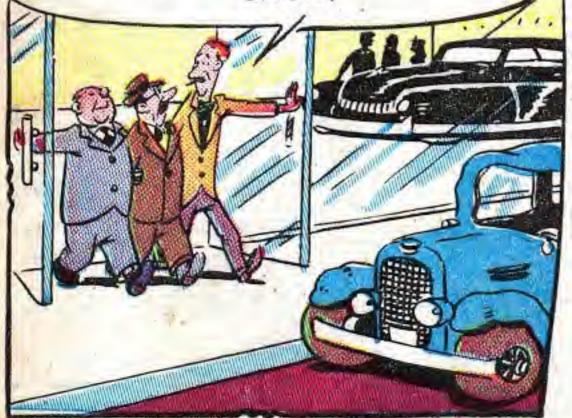


ALL THOSE THINGS OFF THE CAR, YOU'RE
MISTAKEN! OUR ACCESSORY DEPARTMENT
WORKED ALL NIGHT PUTTIN' THEM ON! IF YOU
DON'T BUY IT, SOMEBODY ELSE WILL! DON'T
FORGET ... WE HAVE A WAITING LIST OF FIVE





TRUE, MR. KILROY, I DID OFFER YOU \$300 FOR YOUR CAR. BUT THAT WAS IN 1946! THE CAR IS TWO YEARS OLDER NOW AND HAS A LOT MORE MILES ON IT! HOWEVER, I ASSURE YOU MR. SCRUGGS WILL GIVE YOU A VERY GENEROUS OFFER!

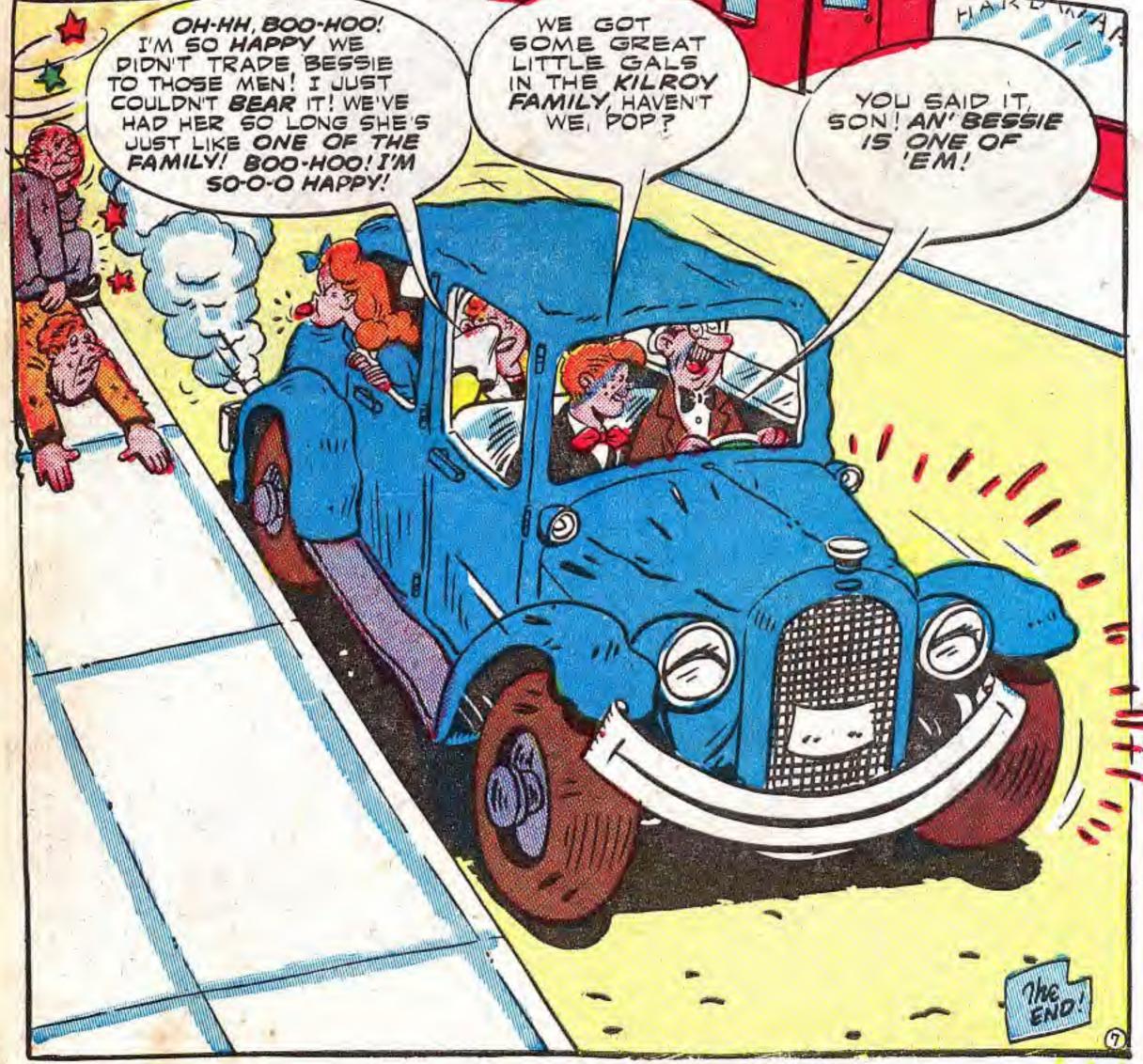












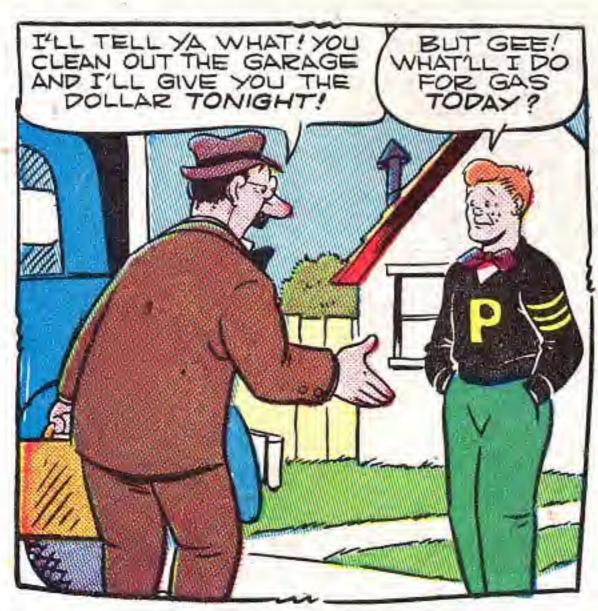


#### Wattch "THE BIG CLEANUP!"







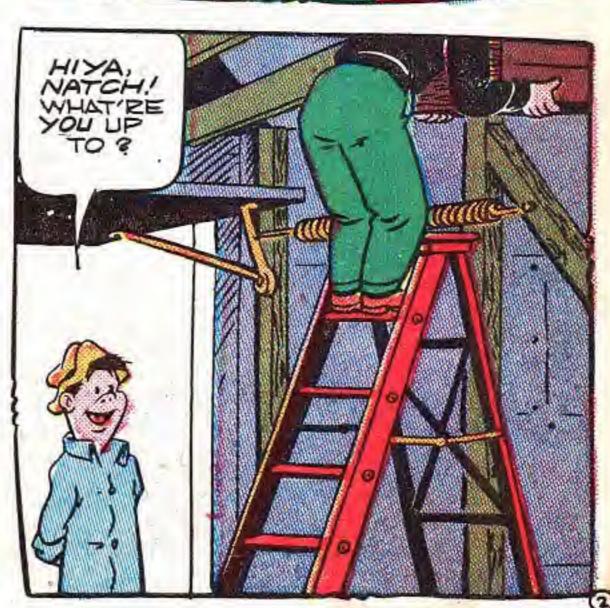










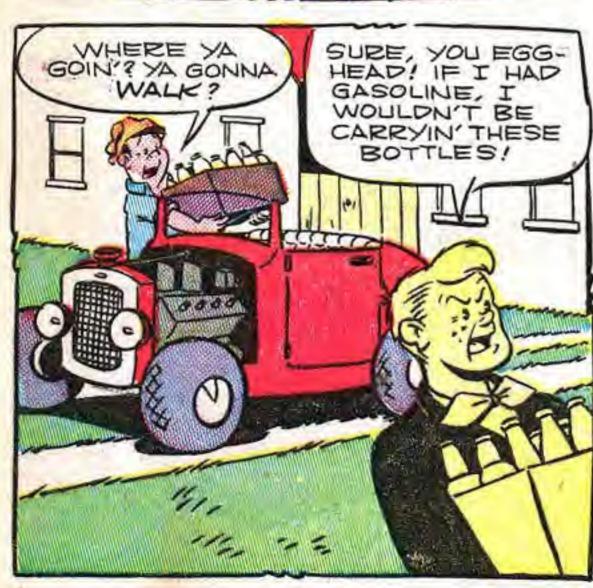








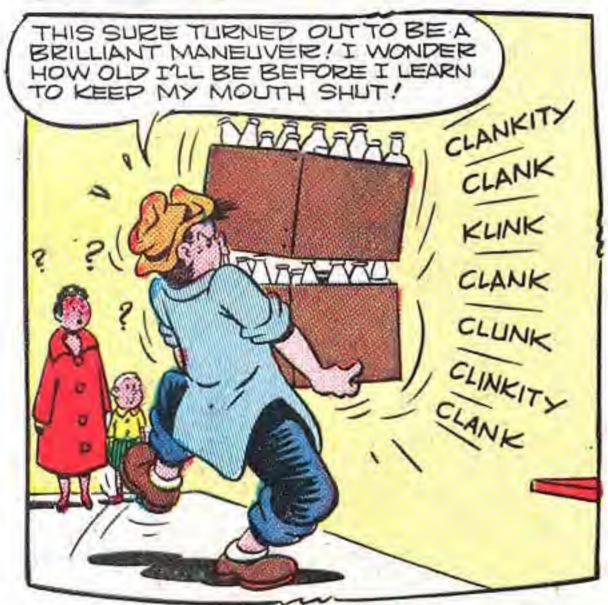






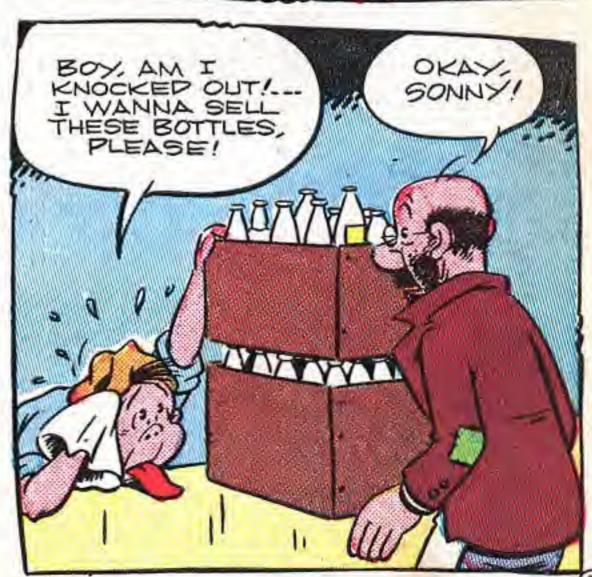










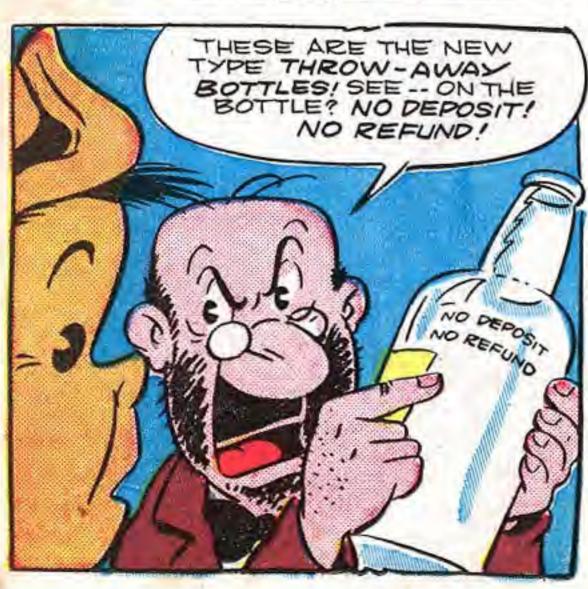


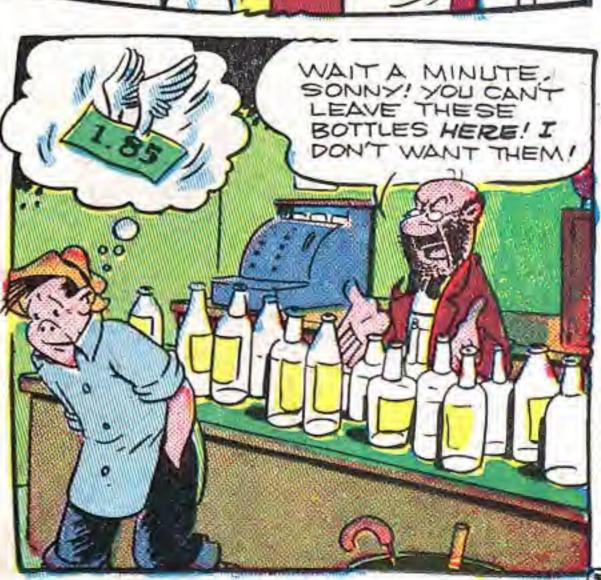


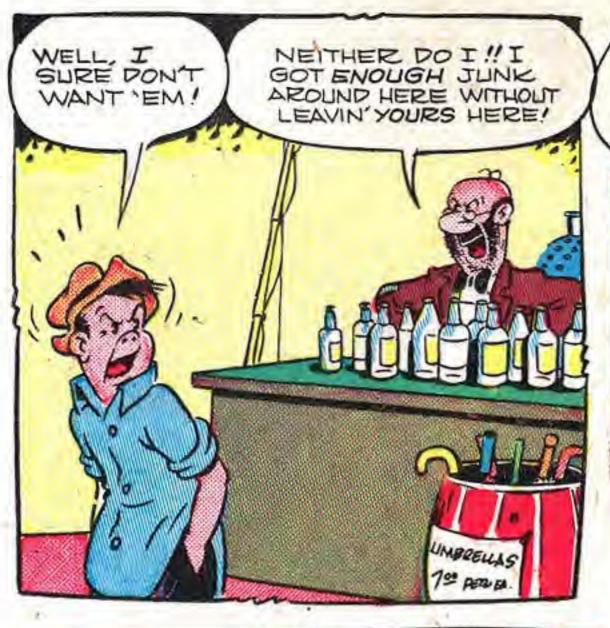




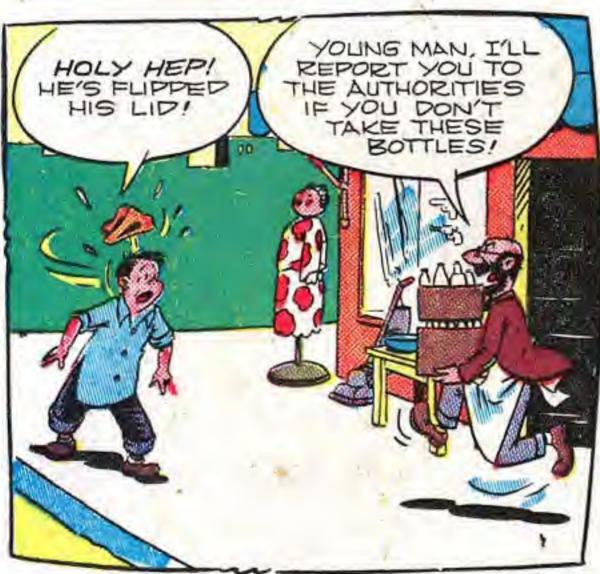




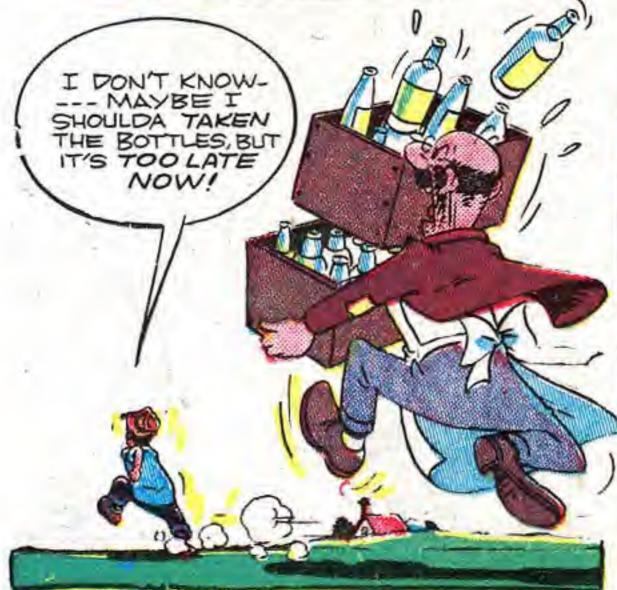




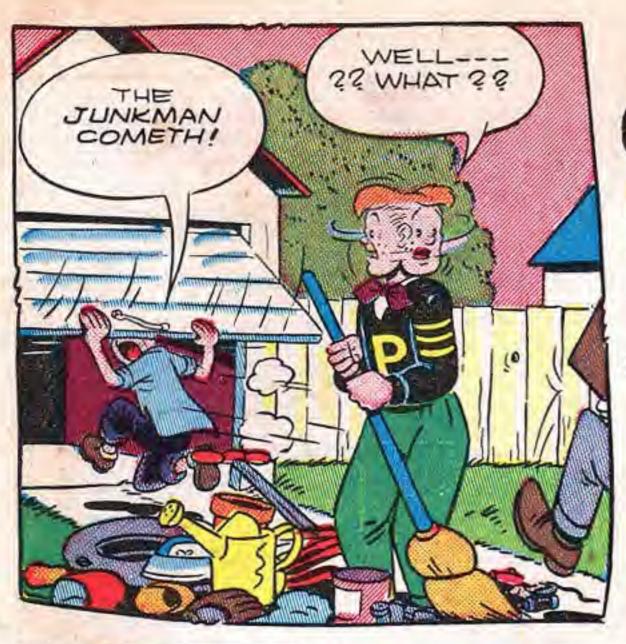














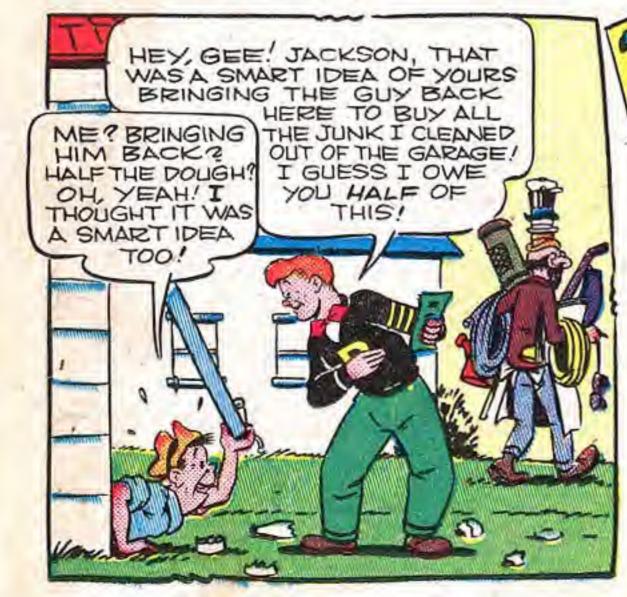




NOW

I'VE HEARD

EVERYTHING!



I'M GLAD YOU
LIKED THE WAY
I CLEANED UP THE
GARAGE, POP! BUT
AS FOR THE POLLAR,
YOU CAN JUST SKIP IT!
I WAS GLAD TO DO
IT FOR YOU!!



## COTHES make the GAING

WHEN Hughie Bascom moved into the neighborhood, he caused a furor! The girls thought he was divine, the boys had no use for him at all, and poor Hughie was trapped in the middle.

All the fuss was started by his immaculate, well-dressed and crisply-groomed appearance. "That guy's a clothes horse and a drip," was the verdict of the boys, as expressed by Bick Johnson.

"He's the smoothest thing that ever came to town!" was the counter-verdict of the girls, as sighed by Penny Pettis.

As for Hughie Bascom, all he could say was, "Oooh! What did I ever do to deserve tis? All the guys in this place have it in for me, and a feller needs a friend! What'll I do?"

Any of the girls would have been happy to take Hughie in hand, especially Penny Pettis. But Hughie would have none of it. After all, if he was so unpopular with the fellows right now, how would things be if he started dating their girls?

"It's a desperate situation, all right," he meditated one afternoon, on the way home from school. "All I need is a dog house to crawl into and I'll be the perfect outcast. I'm getting lone-somer and lonesomer and no mistake!"

As Hughie mulled his problem over in his mind, an eager female voice called out, "Hugie! Hughie Bascom, wait for me!"

"Wait for us, Hughie!" three or four more sweet voices chorused.

Hughie turned around and saw Pen-

ny Pettis and a flock of her friends coming towards him.

"Uh-oh!" he exclaimed. "I'm being surrounded. I'd better get moving!"

Breaking into a run, Hughie cut through a narrow side street and across somebody's back yard. Laughing and calling, the girls came chasing after him. Hughie ran faster, hoping to escape. But the girls were determined, so they ran faster too.

"The situation calls for strategic measures," Hughie realized, putting on a burst of speed. Racing like mad, he headed straight for a tall back fence and, taking a fast grip of a loose board, he vaulted over.

The rip of his trousers as they tore on a nail could be heard for blocks, but that wasn't the worst of it! How could Hughie Bascom foretell the presence of a huge ash barrel on the other side of the fence? He couldn't possibly!

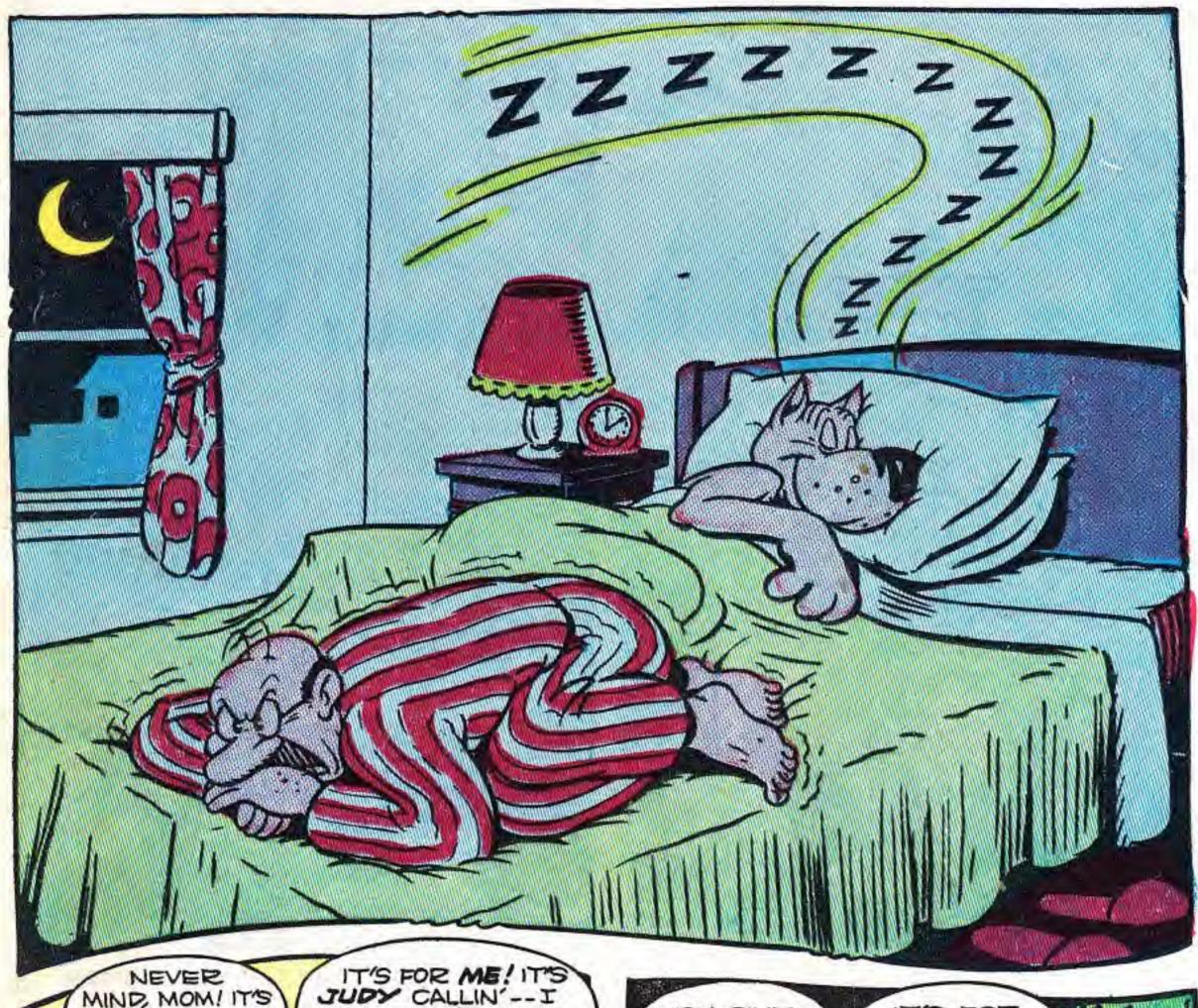
It was a different Hughie Bascom who picked himself ruefully from the ground. His hair was mussed, his clothing torn, and he was covered from head to foot with a layer of cinders!

By the time Penny Pettis and the other girls reached him, their faces were expressing varying degrees of disapproval. "Hmm!" Penny said. "You are just as uncouth as all the others!"

Bick Johnson and the gang thought so too. That's why they welcomed Hughie Bascom to the crowd with loud cries of laughter. "Looks like you're one of the gang, now!" Bick said.

Which made Hughie Bascom feel at home at last!

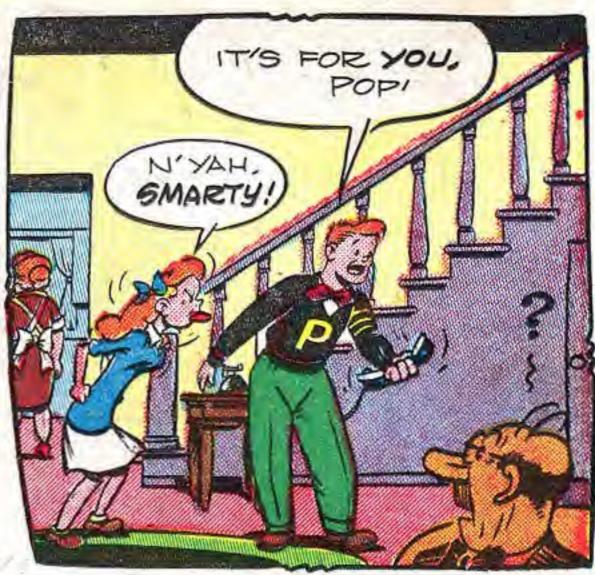


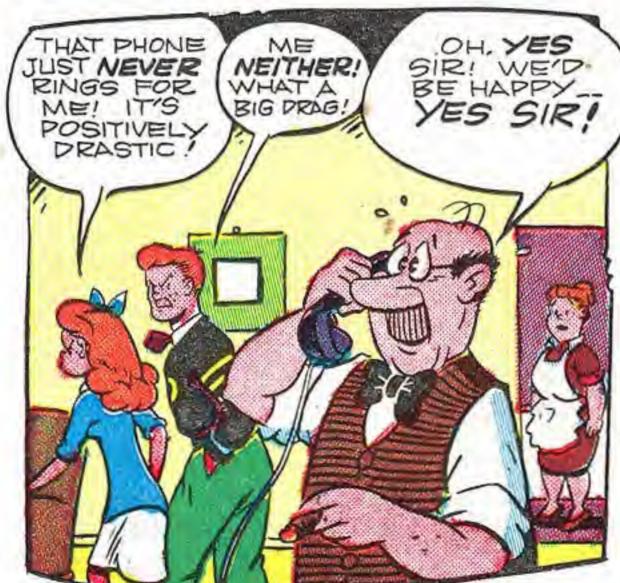


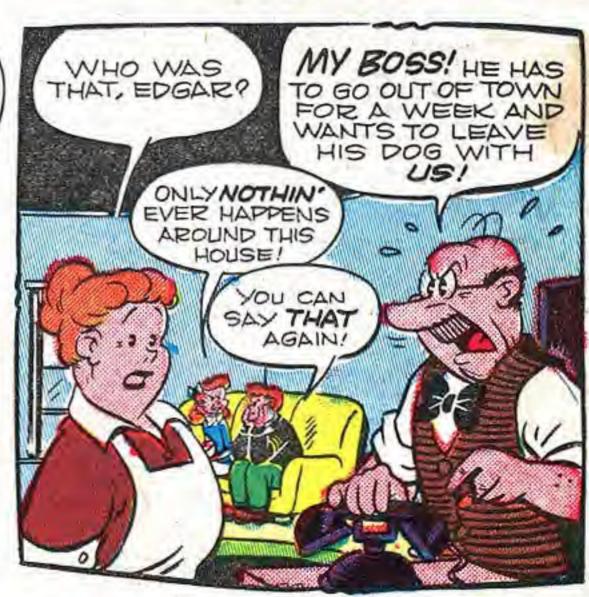












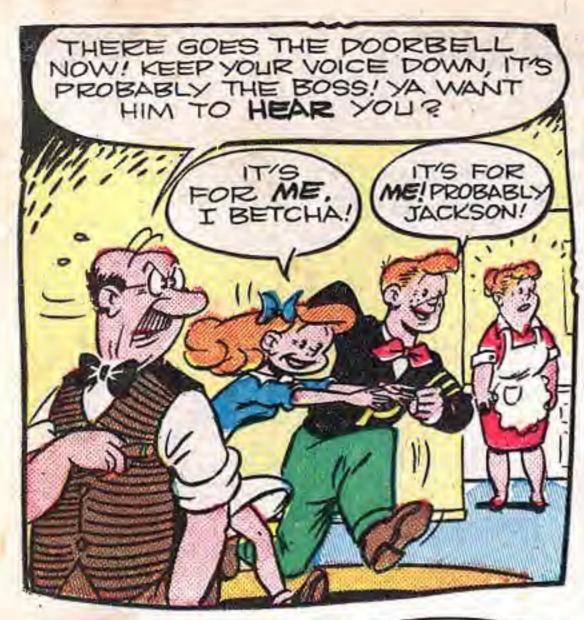


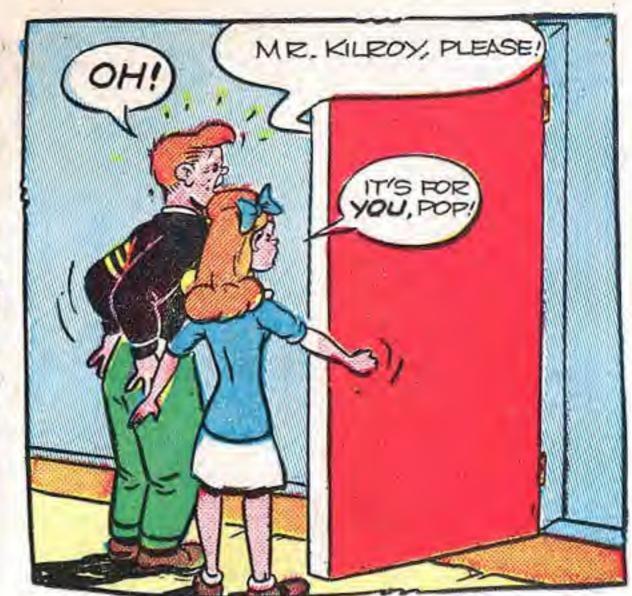
YA DON'T

I DON'T

WANT TO TAKE



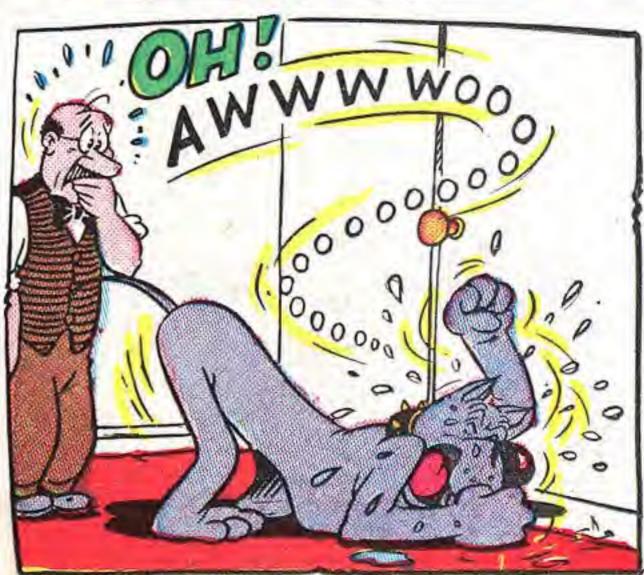


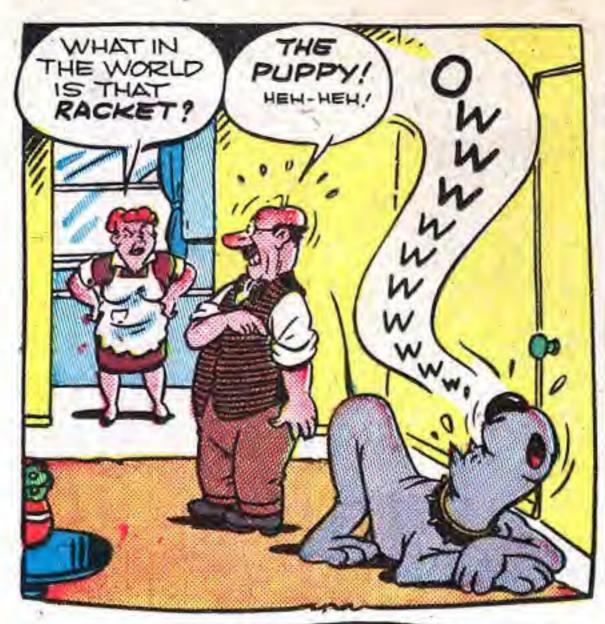




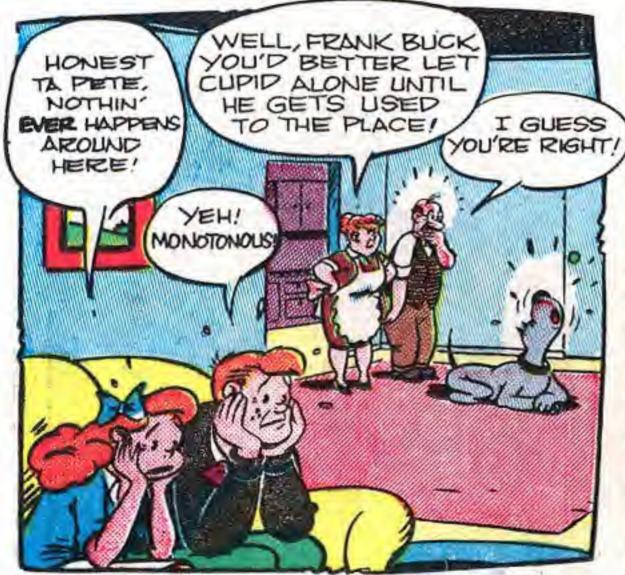




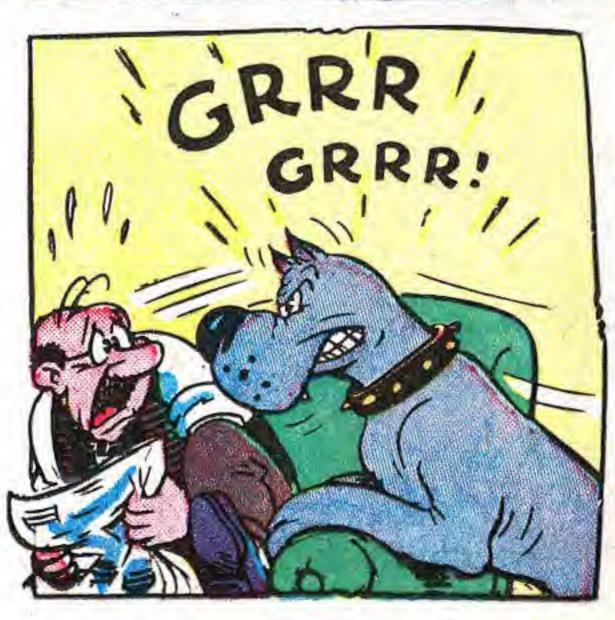






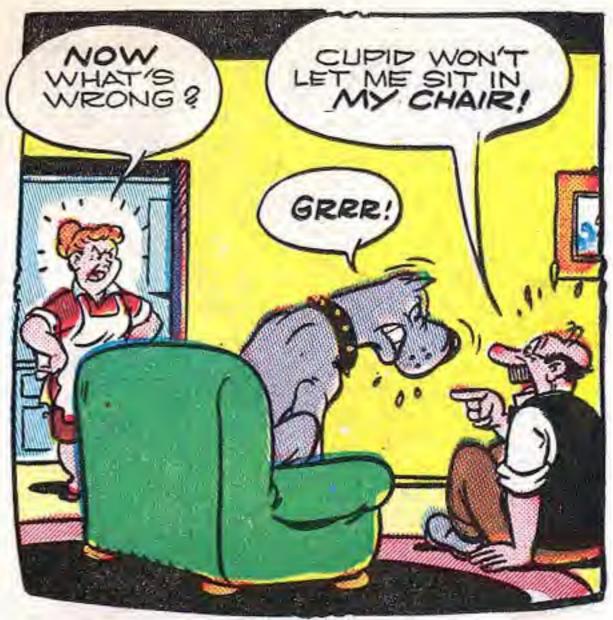




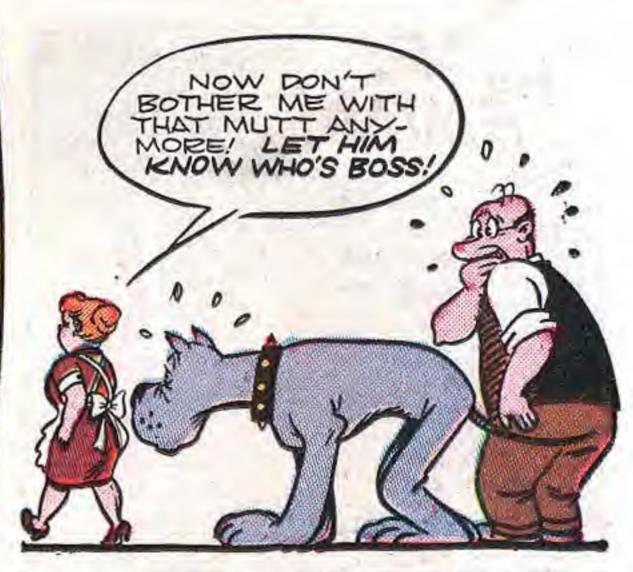






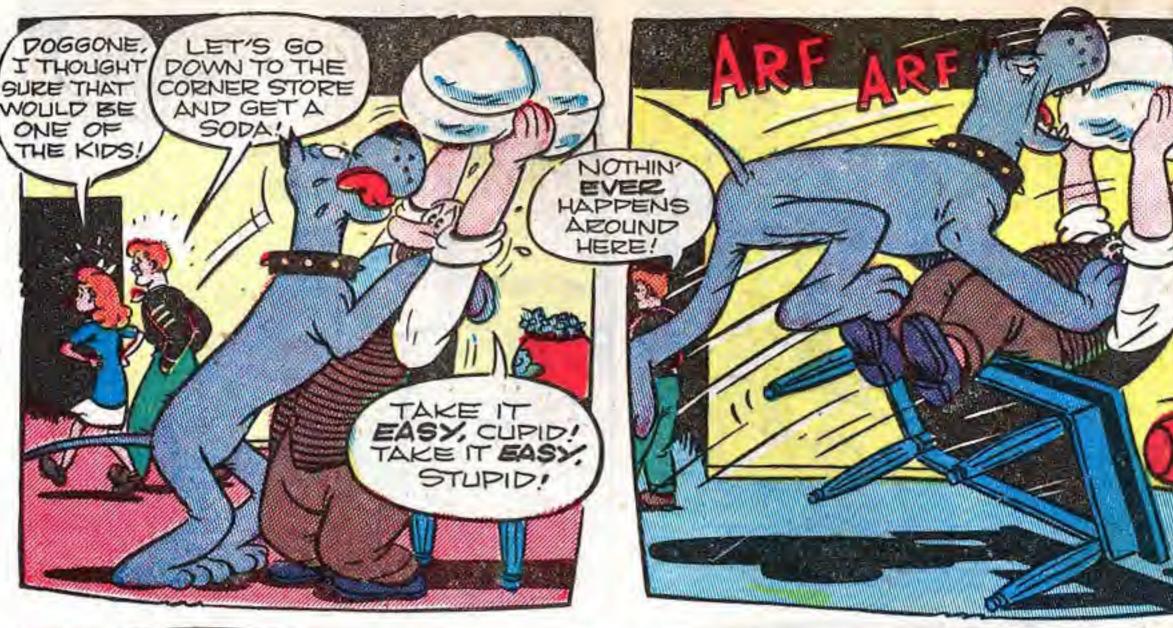


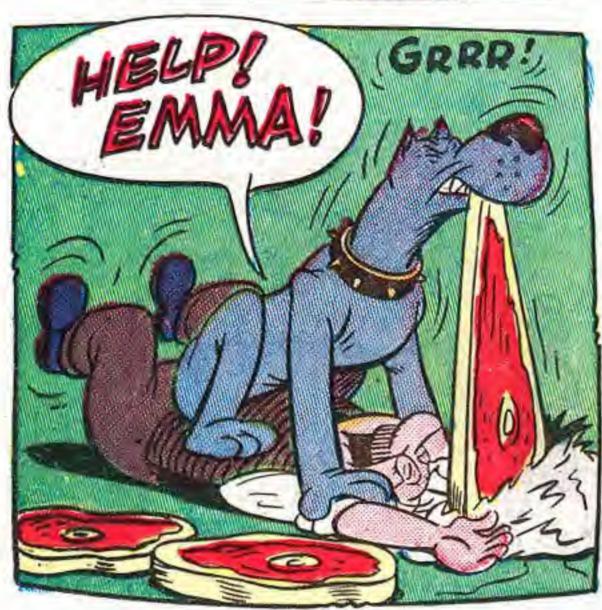


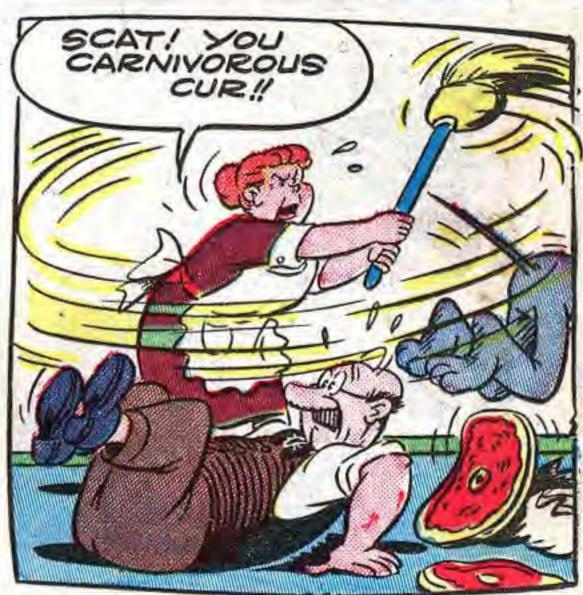




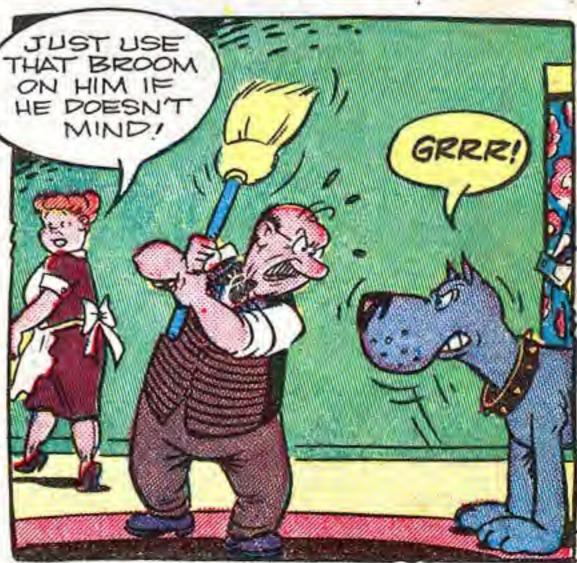








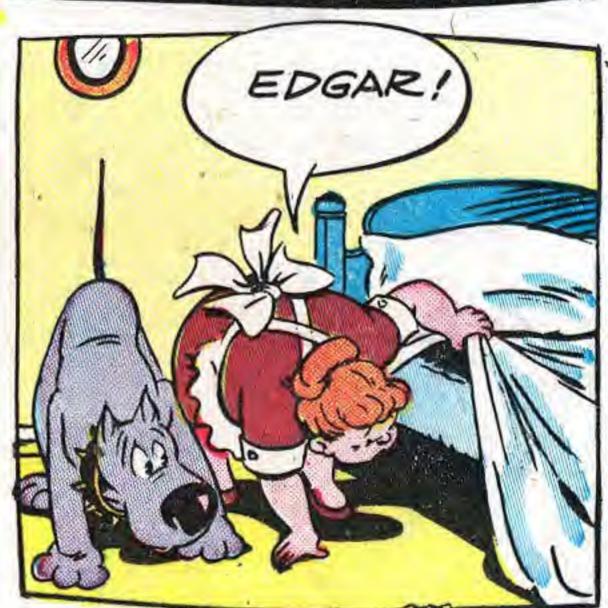






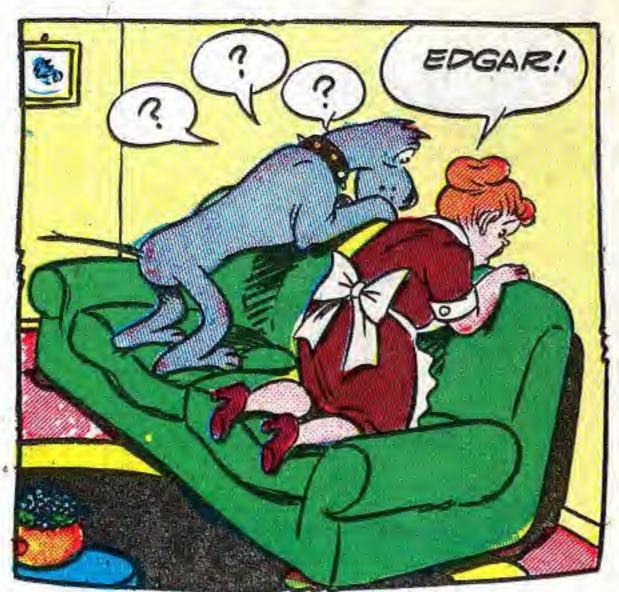








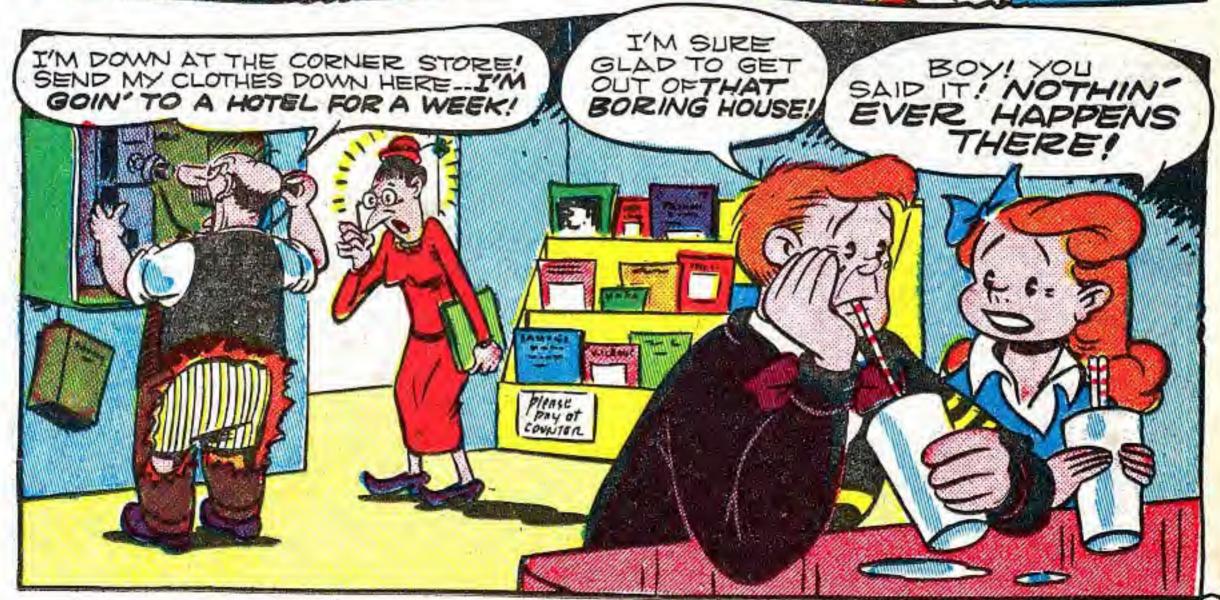




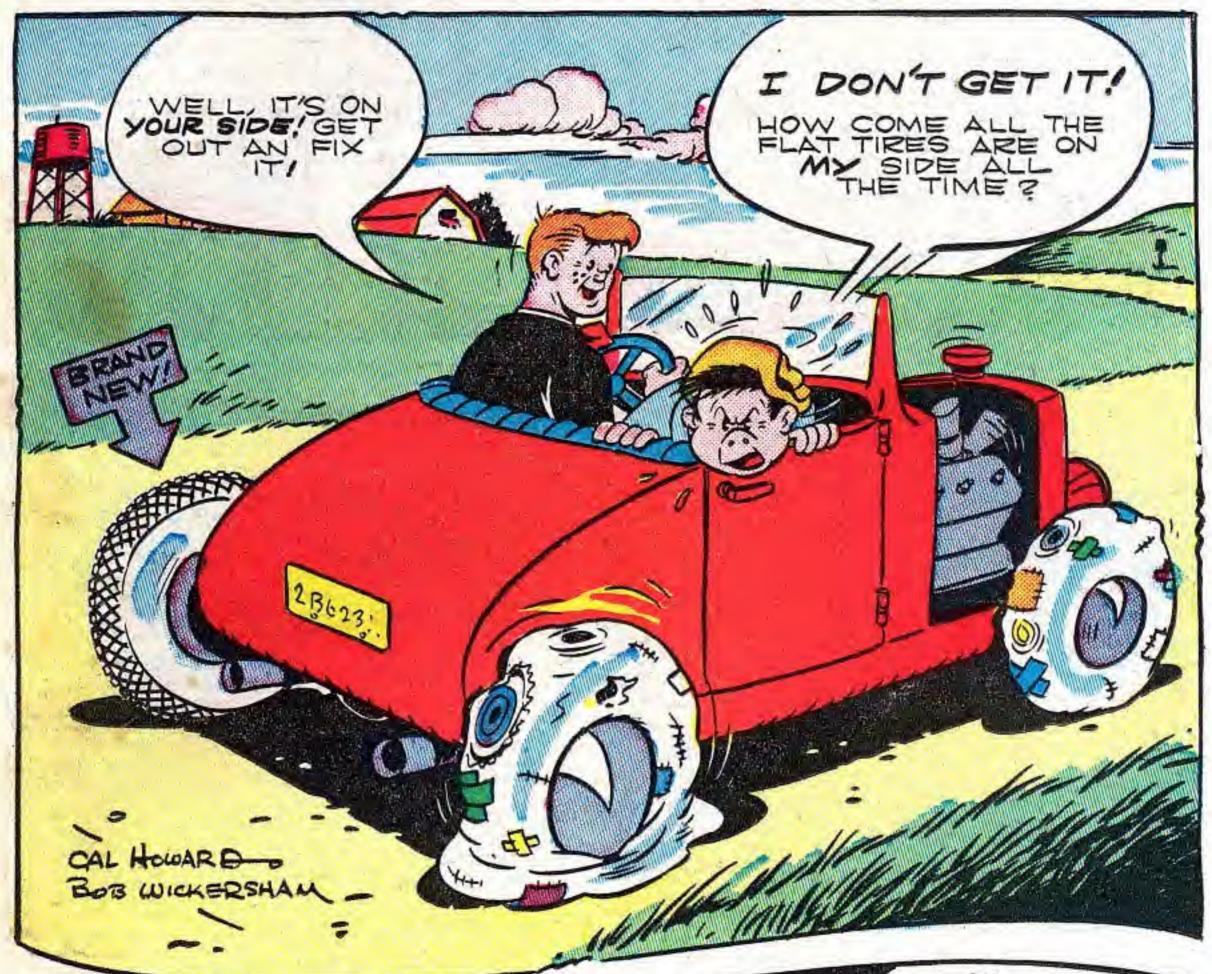


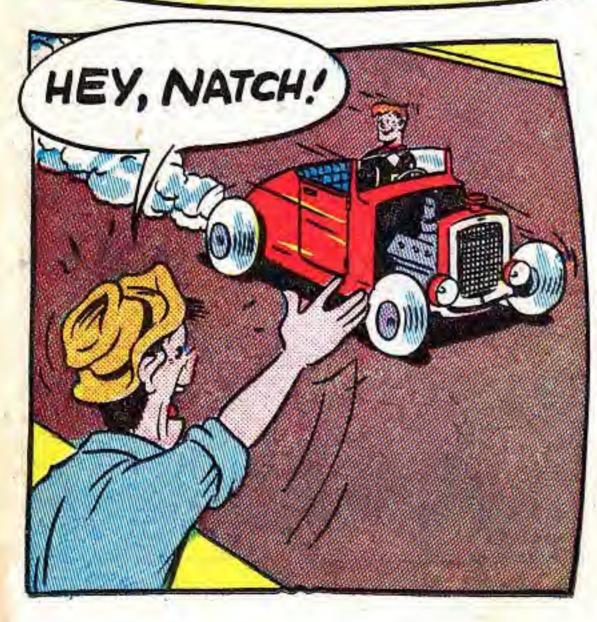






#### WOLLOW THE FLAT TIRE

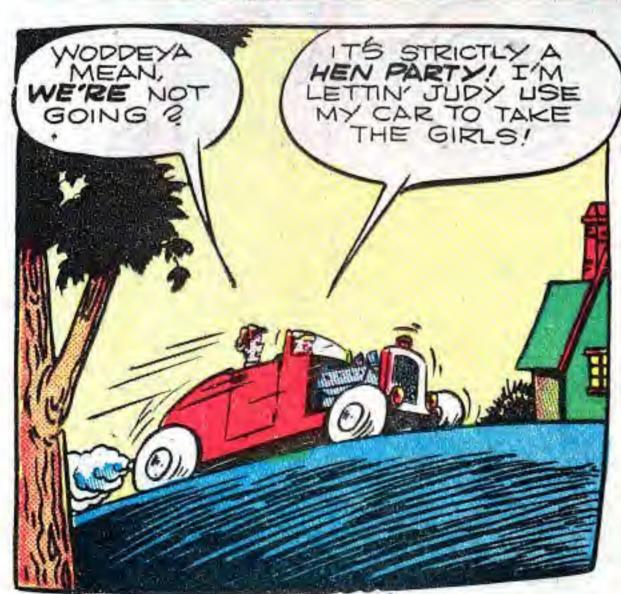


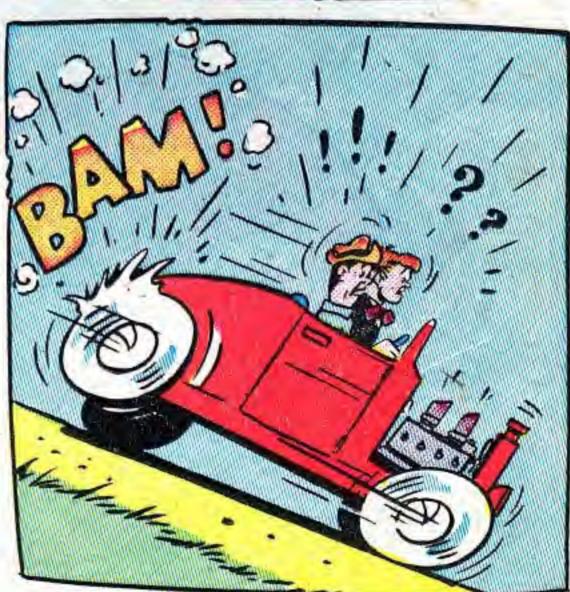


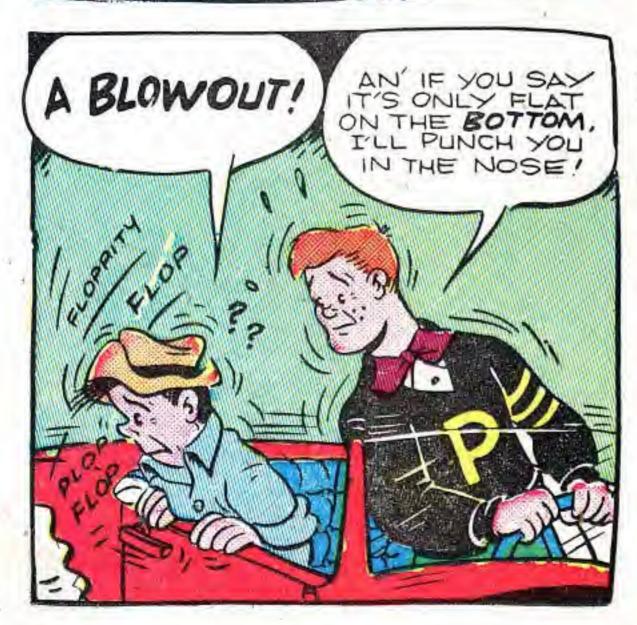




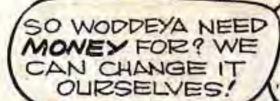




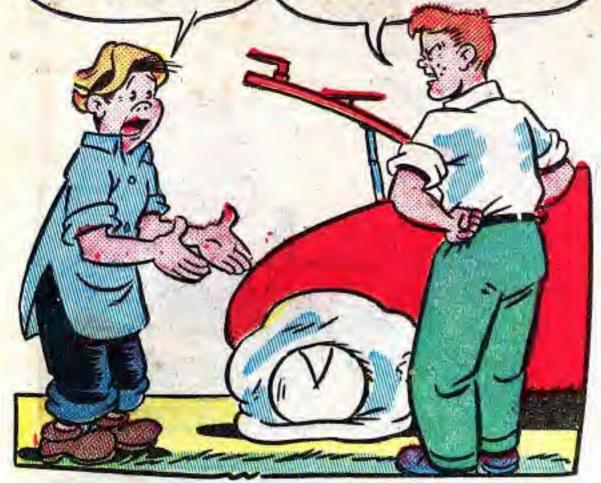


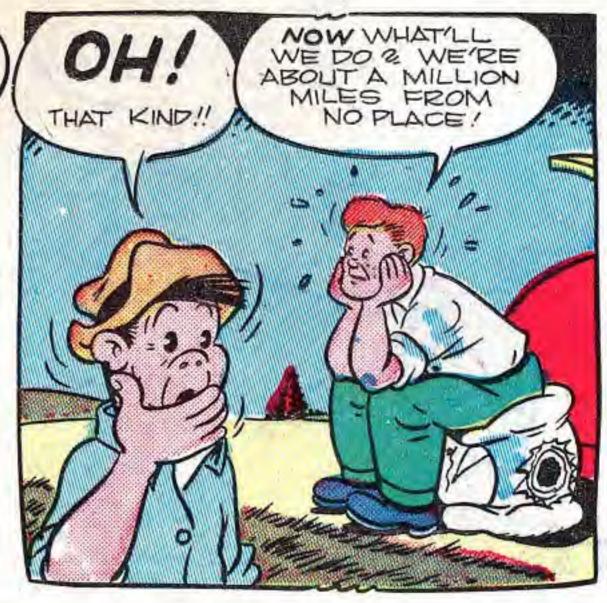




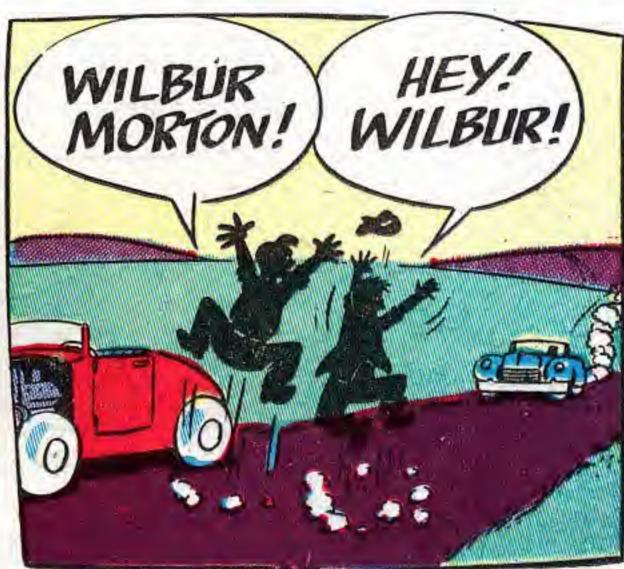


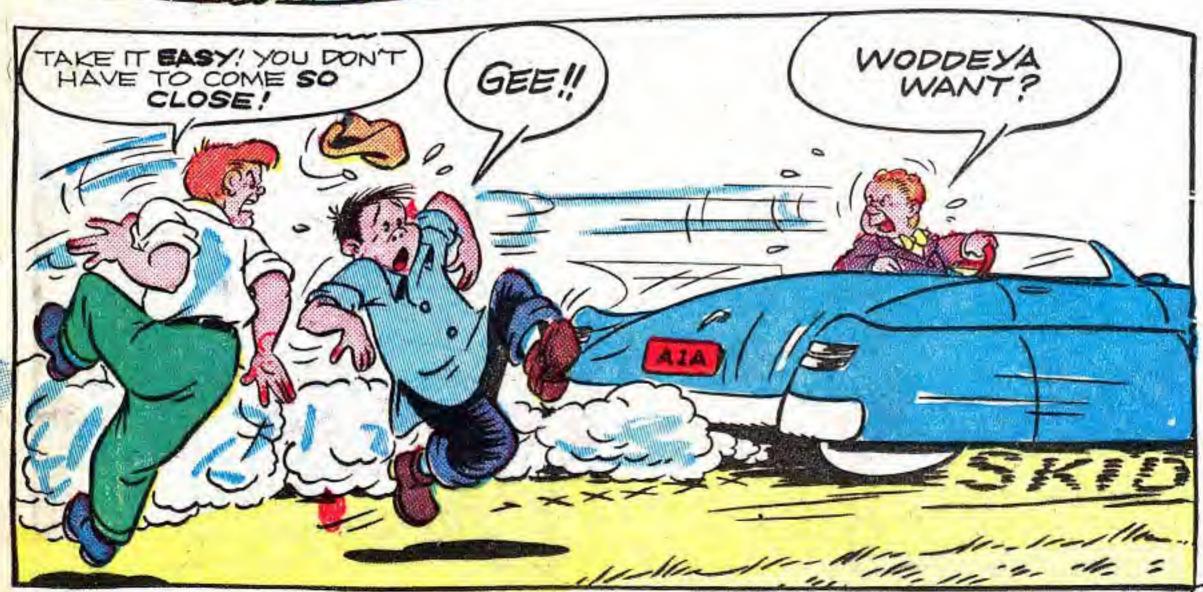
I DON'T MEAN THAT KIND OF JACK! I MEAN JACK TO JACK UP THE CAR! YA WATER-HEAD!

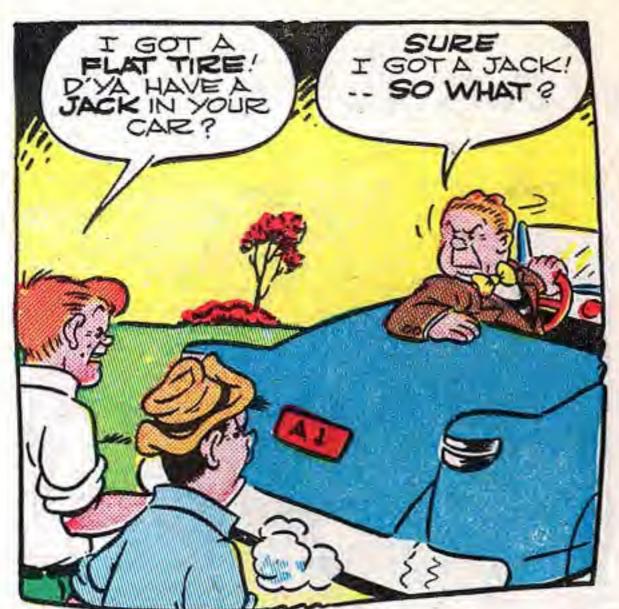




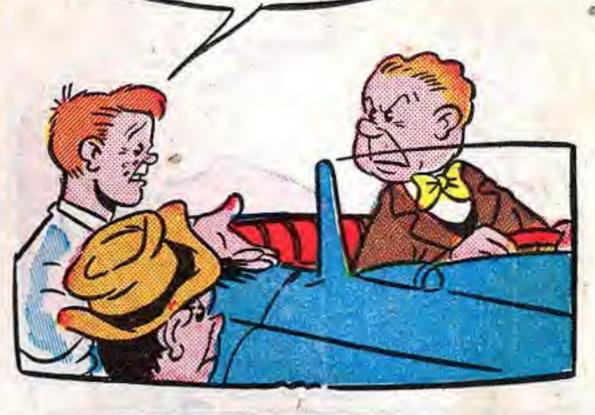


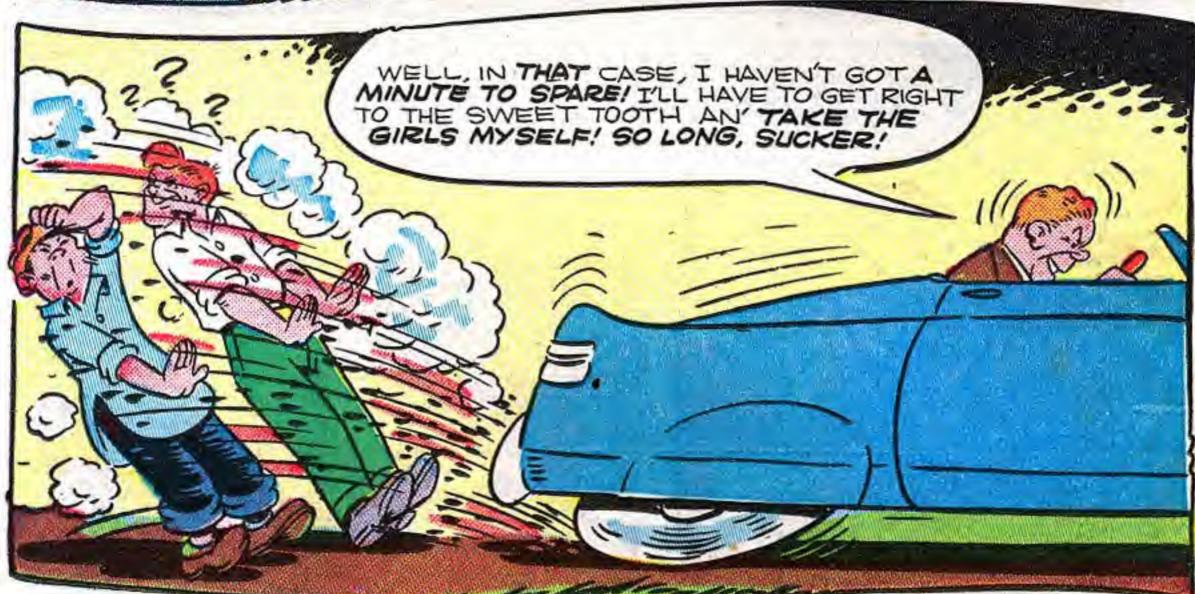






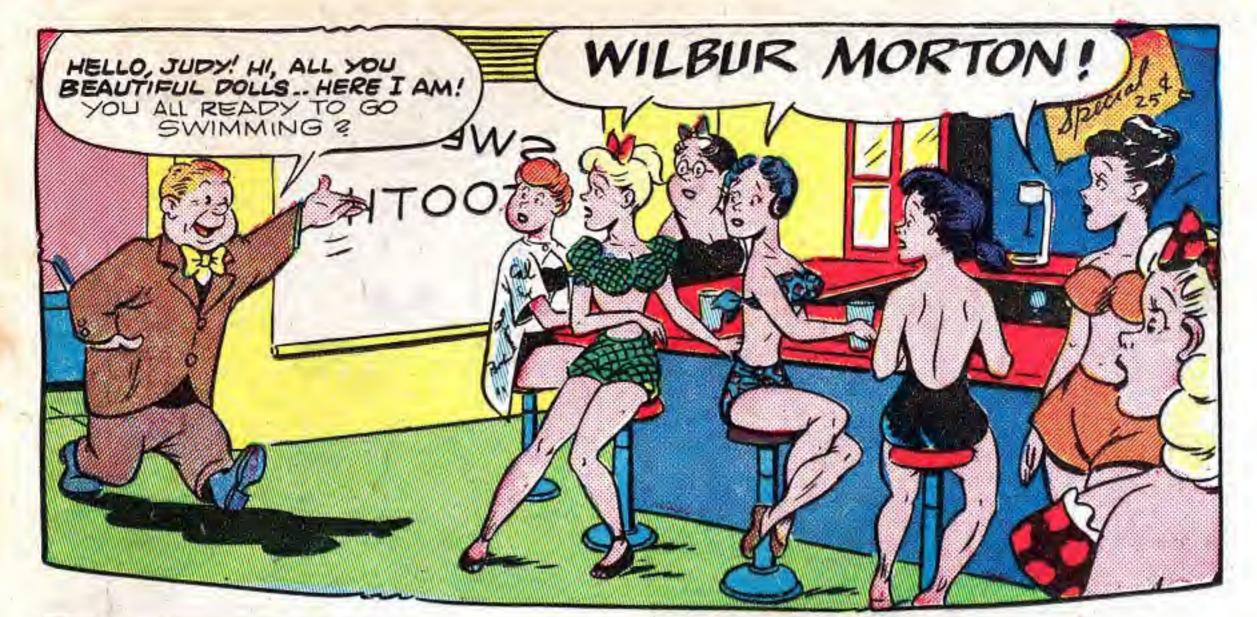
I WANT TO BORROW IT
A MINUTE TO PUT ON MY
SPARE! JUDY AN'A GANG OF
HER GIRL FRIENDS ARE
WAITING AT THE SWEET TOOTH
FOR ME! THEY WANNA GO
SWIMMING!

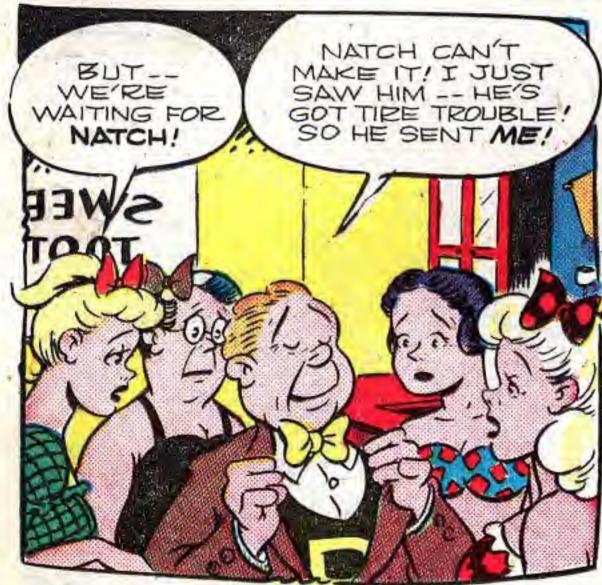




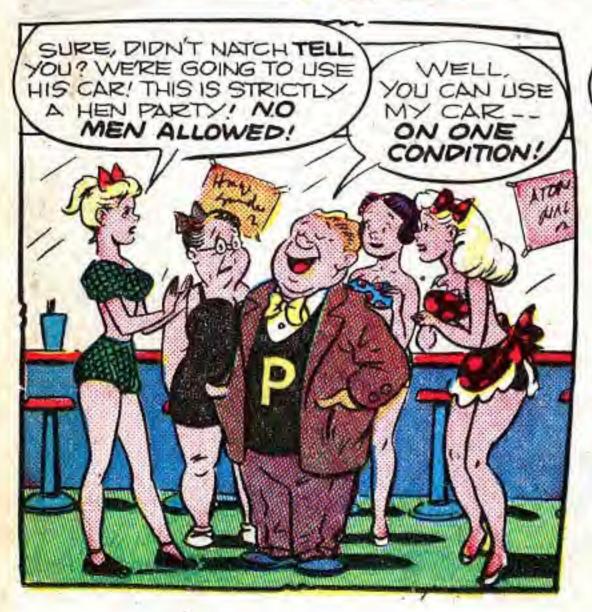




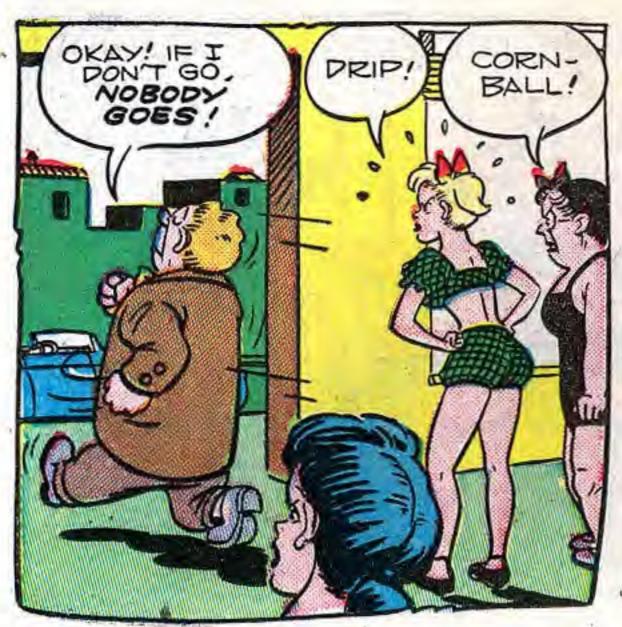




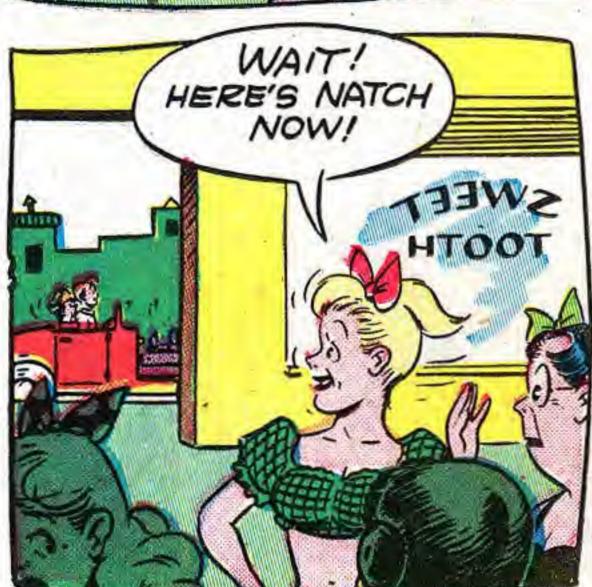


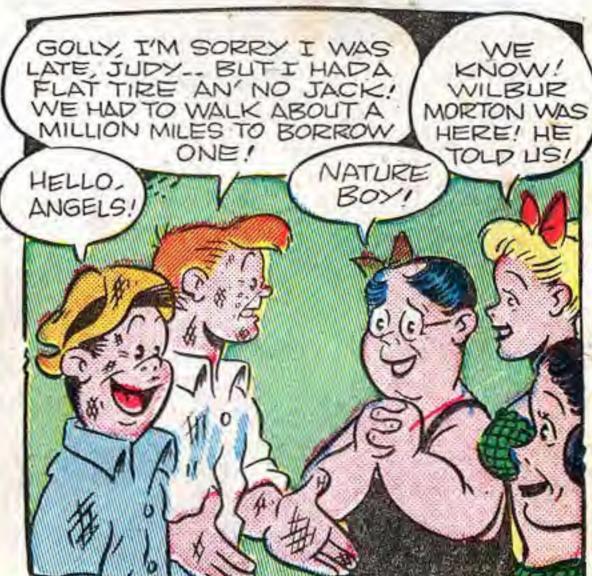














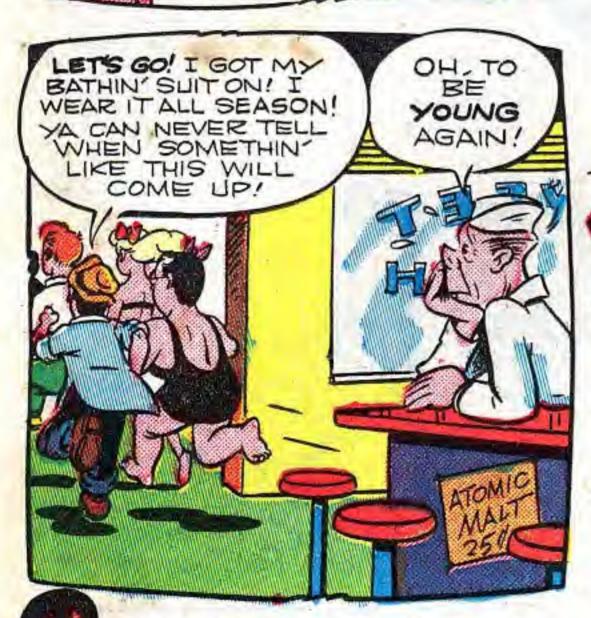
HE SAID YOU COULDN'T MAKE IT AN' THAT HE WAS TO TAKE US TO THE BEACH! THAT'S WHAT HE SAID YOU SAID! OF COURSE, HE WANTED TO GO

I KNOW! AS SOON
AS I MENTIONED
YOU GIRLS WERE
WAITING, THAT'S
WHEN HE BARREL
ED OFF AN' LEFT
US STRANDED!

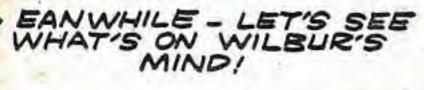


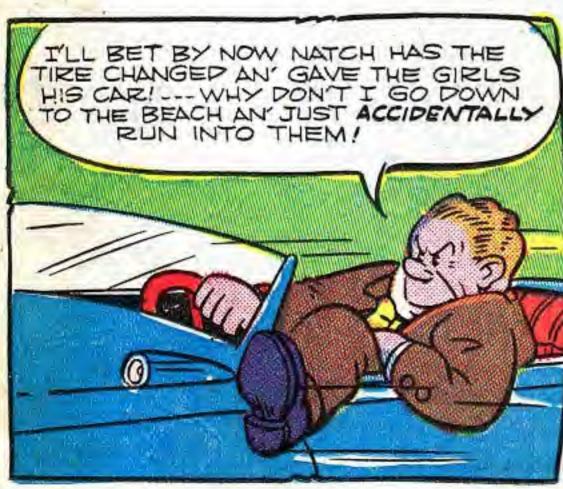




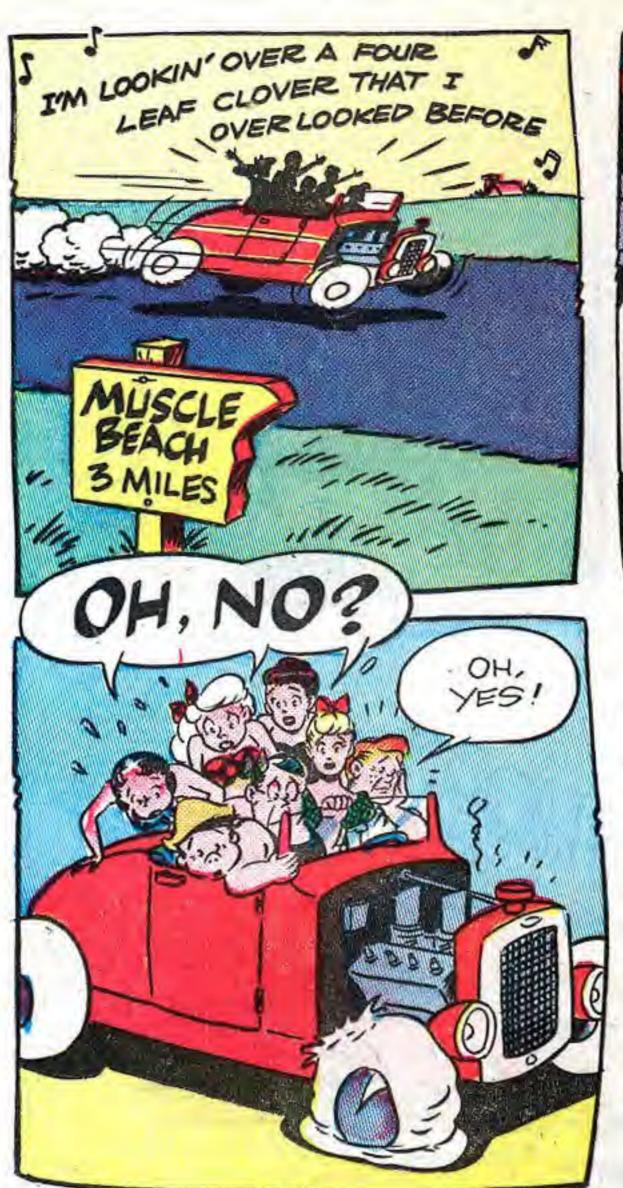


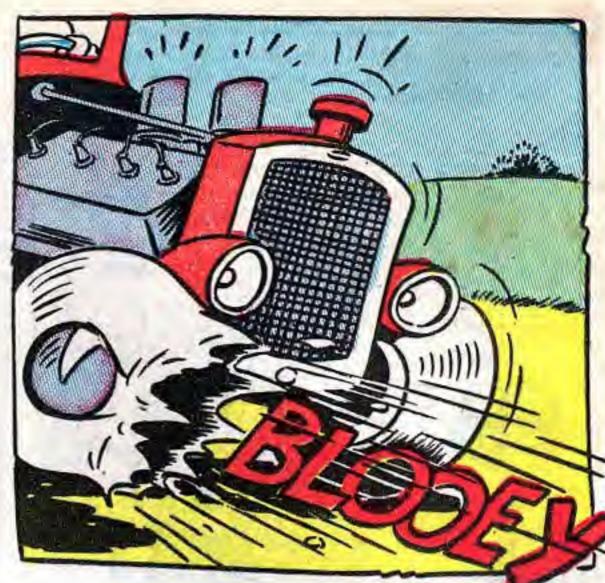




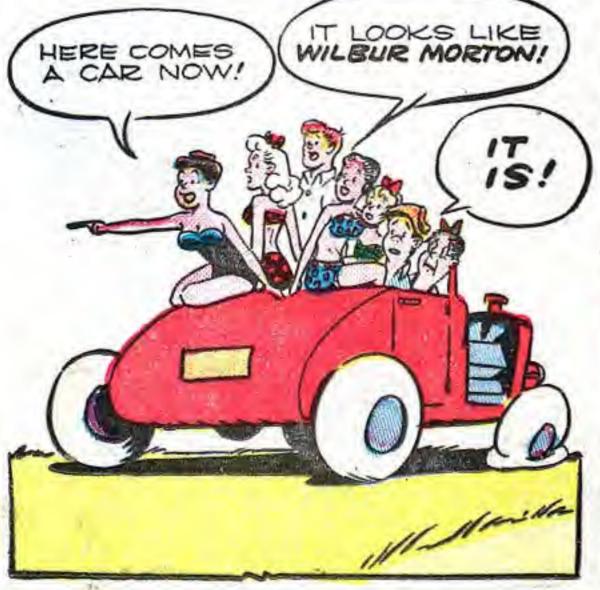


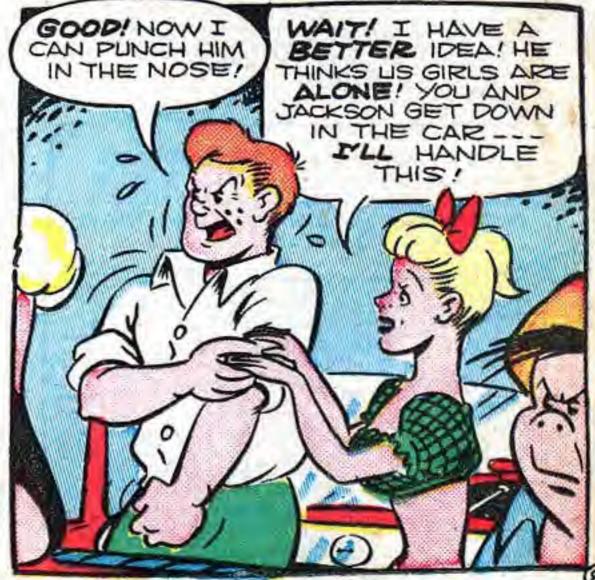








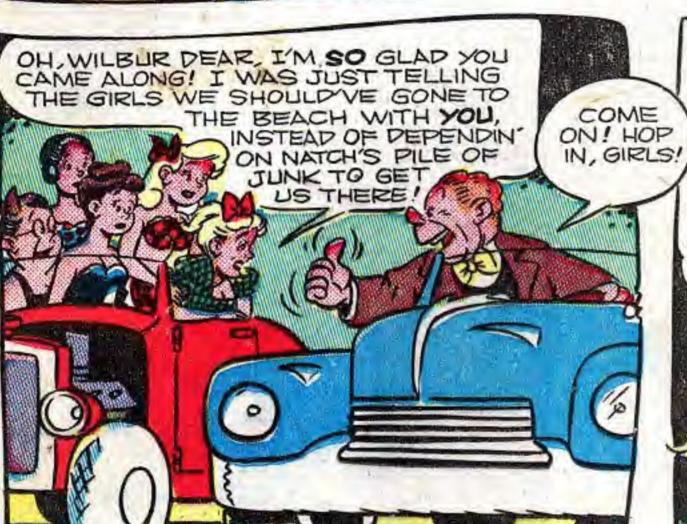






I'M IN LUCK! IT LOOKS LIKE JUDY AND THE GIRLS BROKE DOWN IN NATCH'S JALOP!

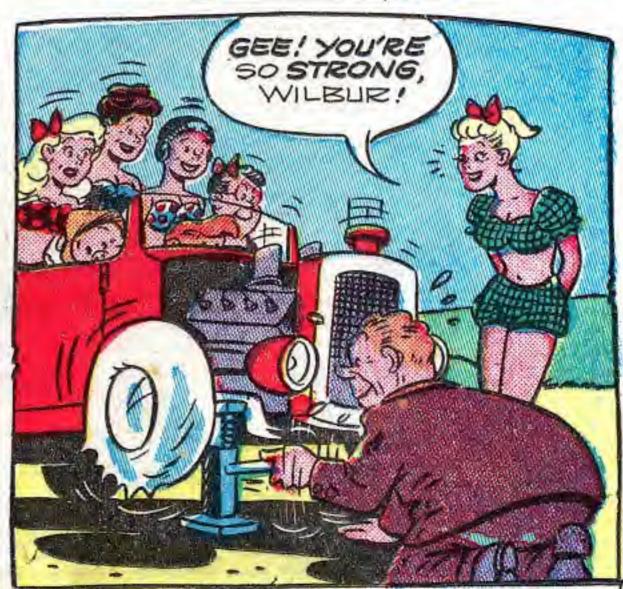




OH, WE COULDN'T LEAVE NATCH'S
CAR HERE! ANYWAY WE GIRLS
CHIPPED IN AND BOUGHT TEN
GALLONS OF GAS... AND WE'RE
GONNA BURN UP EVERY DROP
BEFORE WE TAKE THIS IRONHEAP BACK TO NATCH! WOULDN'T
YOU CHANGE A TIRE FOR POOR
LITTLE MEQ WE DON'T HAVE
A JACK... AND I'LL BET
YOU HAVE A CHROME.







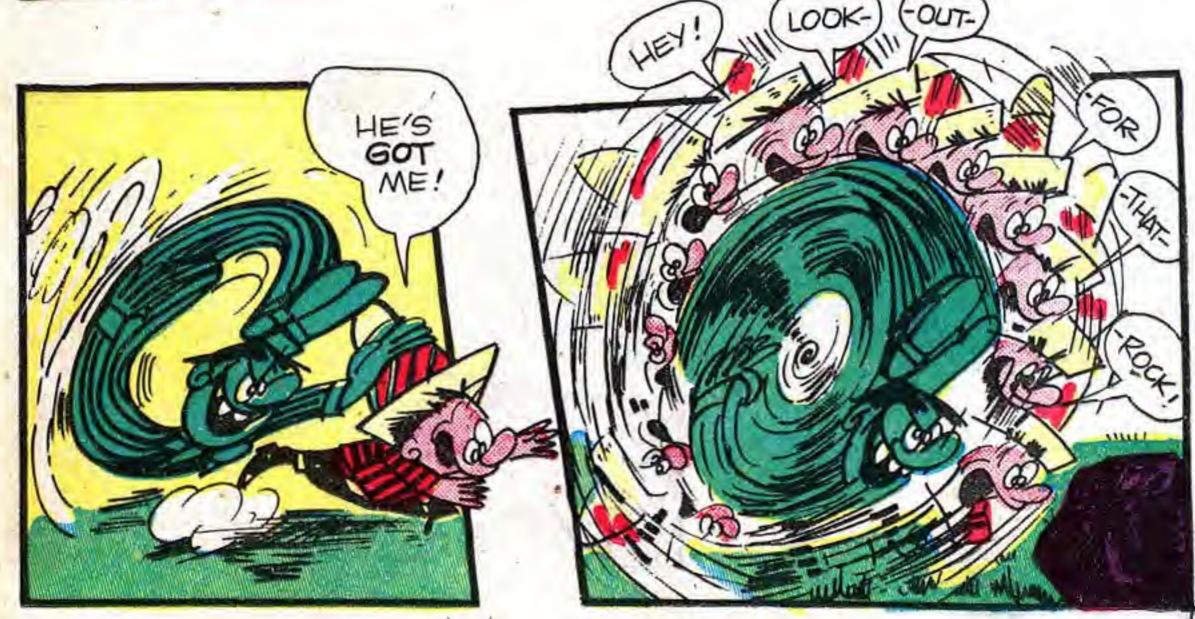












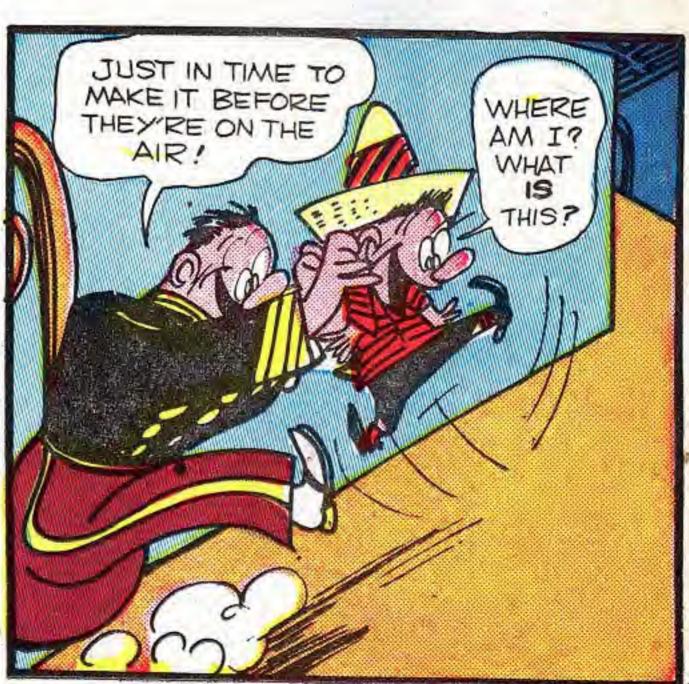




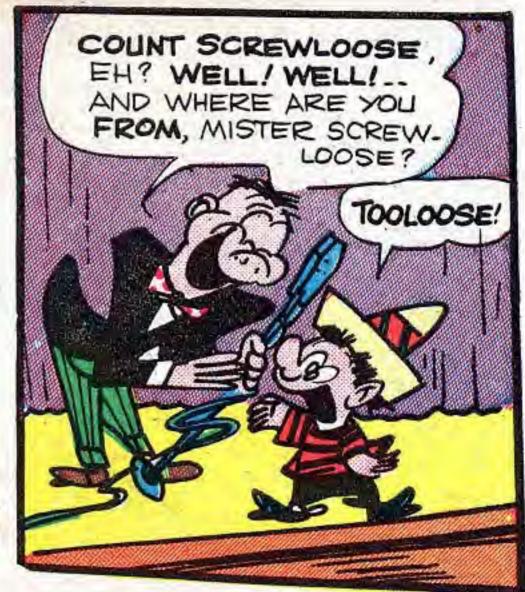






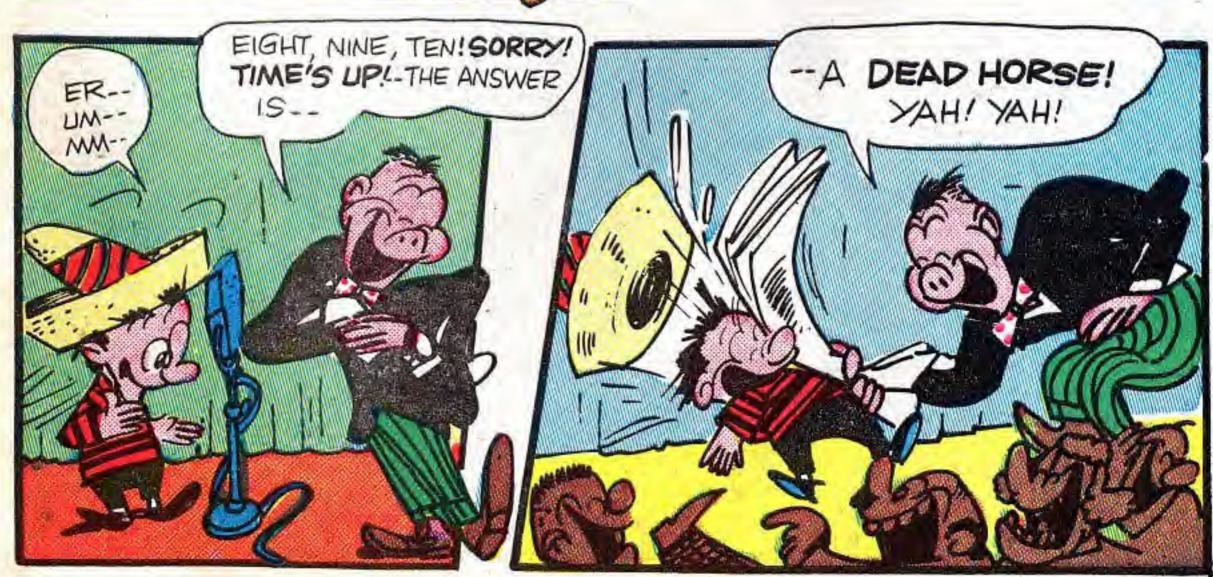


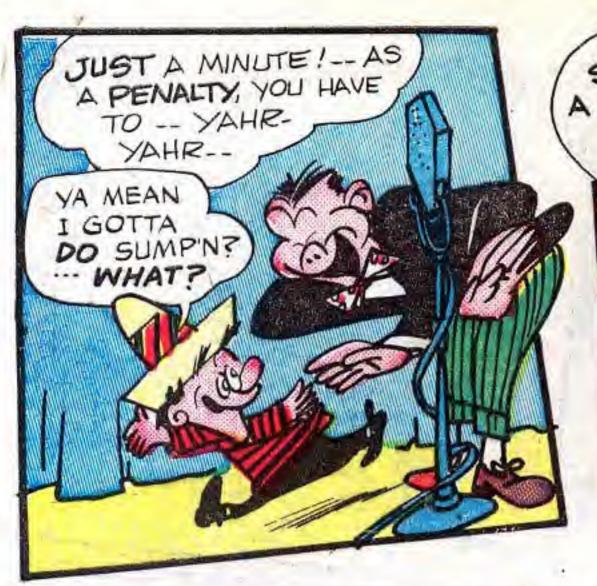






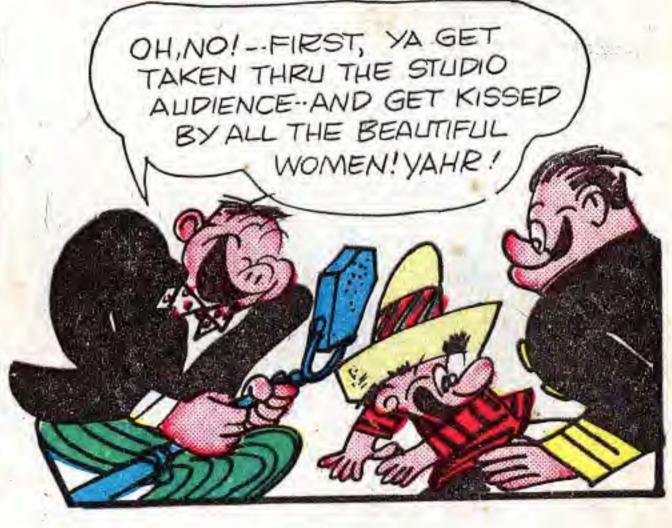
AND NOW FOR THE QUESTION!
--WHAT HAS FOUR LEGS
AND FLIES?



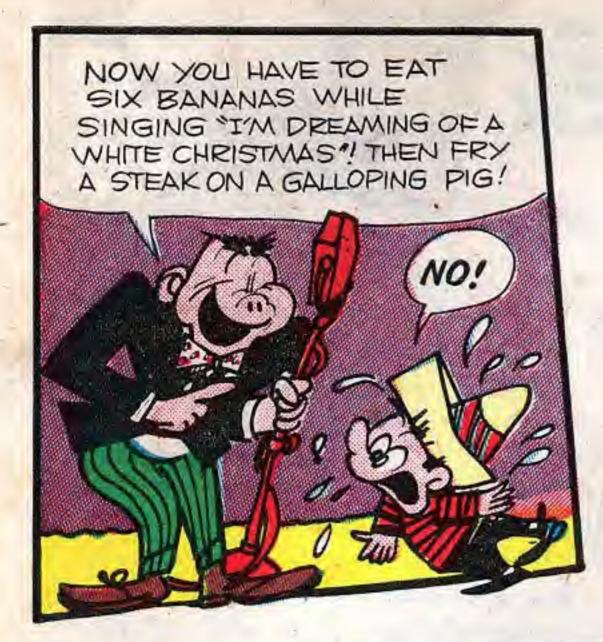


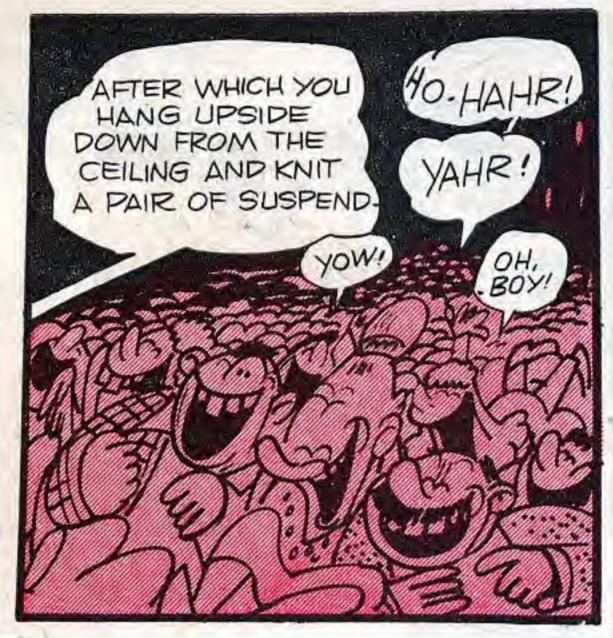








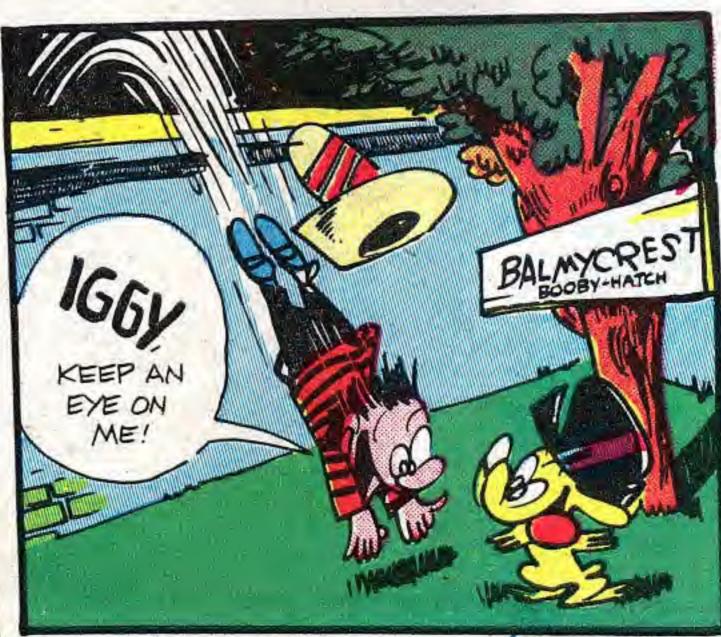












# SUPER-DUPER ARKET

MILLI FENTON had never been so perfectly humiliated in all her life! If there was one thing she hated, it was shopping for groceries and stuff at the Super Market—and now look at the spot she was in!

She had just finished buying the last Wieners at the meat counter and was stuffing them into one of those detestable paper bags, when Clay Barker appeared.

"Gosh, hope he hasn't seen me!"
Milli breathed. "A girl with her arms
full of packages is horribly unglamorous!"

To Milli, this was very important, since she had long cast her large blue eyes at Clay Barker. As for Clay, he had never even shown that he was aware of her existence. He had never even uttered one single word to Milli, but she kept right on hoping.

And now, to be caught in this awful spot! "I've got to do something," Milli decided. "If he sees me holding these groceries and things, I might just as well stop dreaming!"

Quickly, she looked around for a likely hiding place. "Oh, that looks just about perfect!" she thought, as she darted towards a tall pile of canned fruits. "I'll just hide them in back of these cans, till he's gone!"

Stowing the paper bags away without upsetting the cans was a neat trick, but Milli did it. And, when the last parcel had been safely hidden away, she breathed more freely. She saw Clay Barker walk towards the meat counter, speak to the man and then regretfully shake his head.

"Oh, he's going now!" Milli ob-

served Clay's movements carefully. She felt that it would be safe to leave after he had gone.

When she could no longer see Clay through the huge front door of the market, Milli retrieved all the detested parcels, hoisted them up into her arms, paid the cashier and started out the front door.

For a second, she did not realize what had hit her . . . or who! All she knew was that the door had opened in, smacking right into her, and spilling her bags of groceries, fruits and those vulgar wieners to the floor!

And then the horror of it really came to her! For the person who had really opened the door was none other than Clay Barker! That young man was kneeling on the floor and raking Milli's purchases back into the paper bags.

"I beg your pardon," he was saying. "I was just coming back to see if ... wieners! You have wieners!"

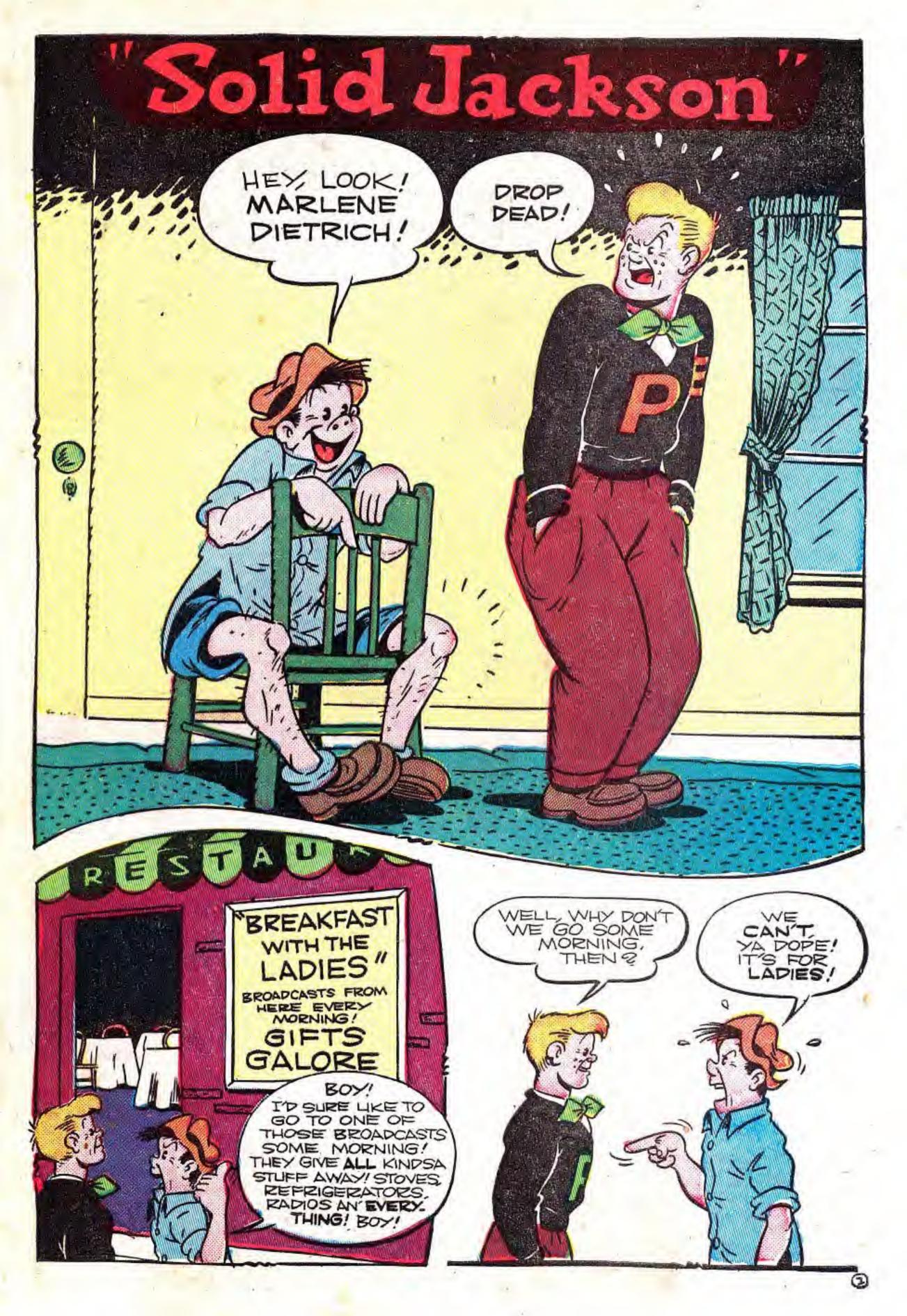
"I . . . I suppose I have," Milli admitted.

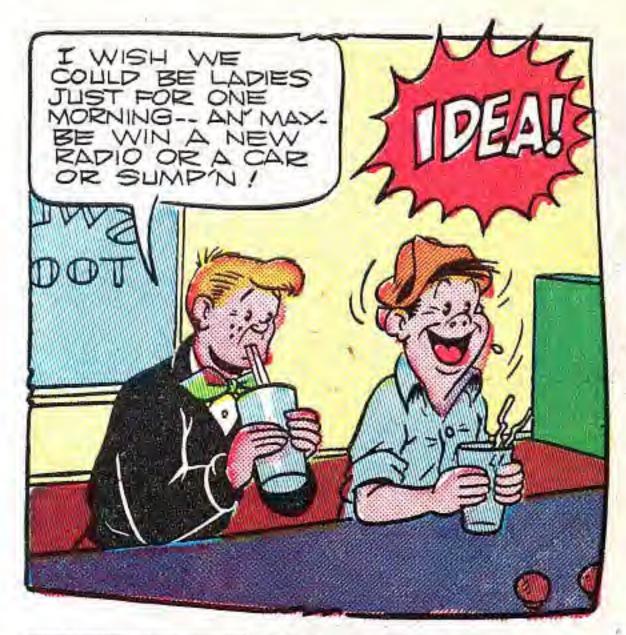
"My favorite food!" Clay exclaimed. "That's what I've been trying to get, but no luck!"

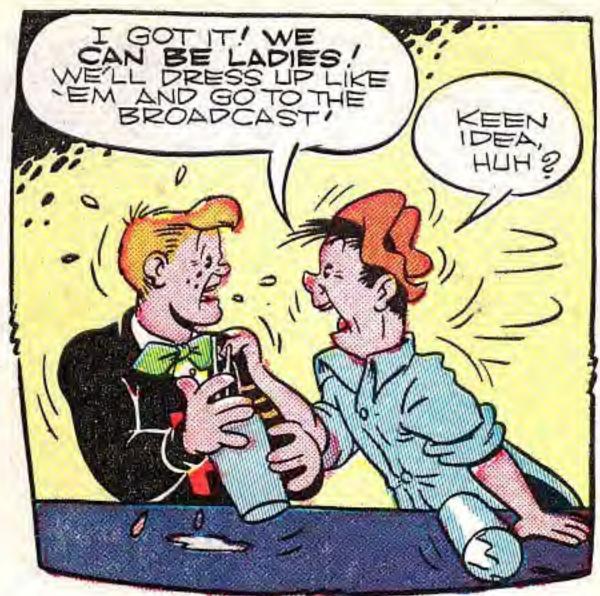
"I know," Milli faltered. "You see, I bought the last of them!" And then, amazed at her own temerity, she added, "We're having a wienie roast at my house tonight. Like to come?"

"Like to? I'd love to!" Clay laughed.
"Imagine meeting a wonderful girl like
you in a Super Market!"

"I live at 217 Maple Place," Milli said. And to herself, she said, "From now on, it's a Super-Duper Market to me!"

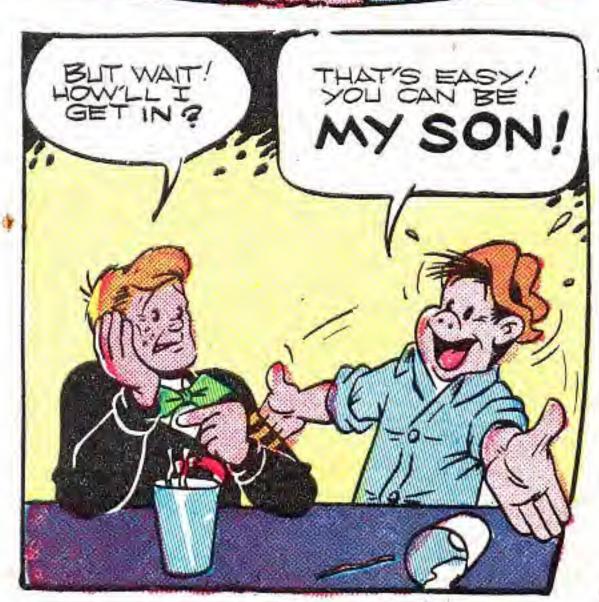








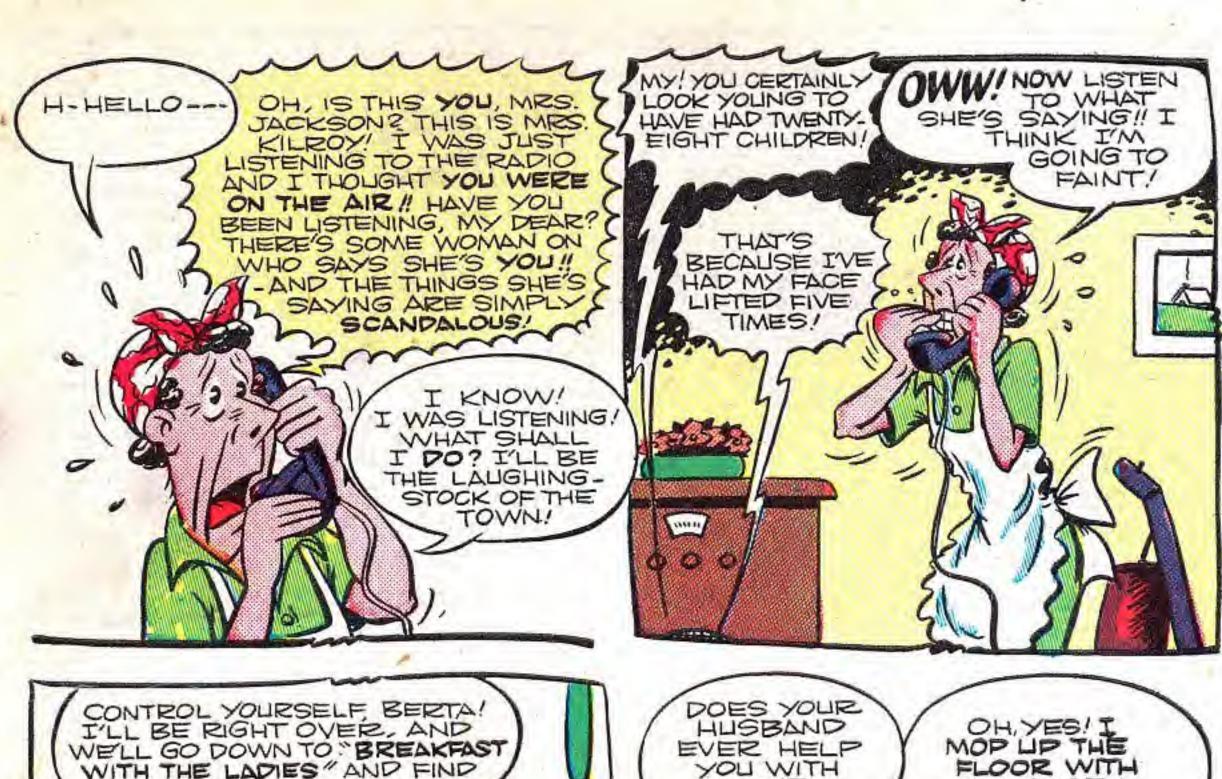












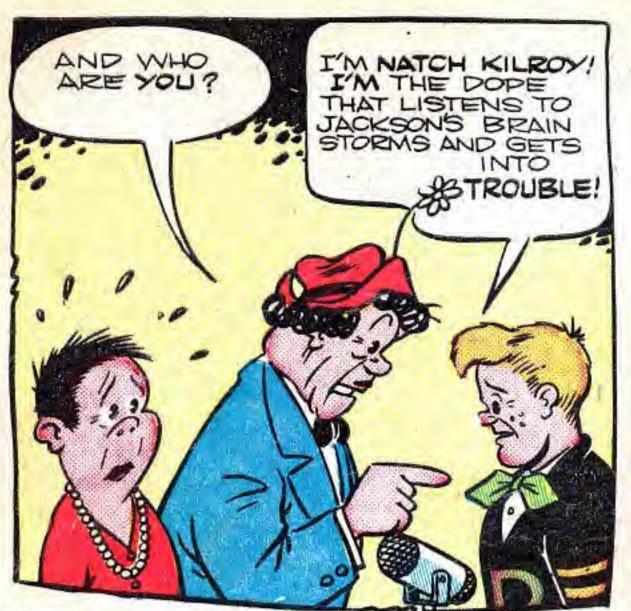






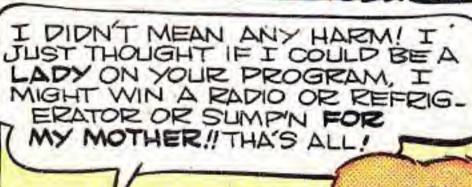


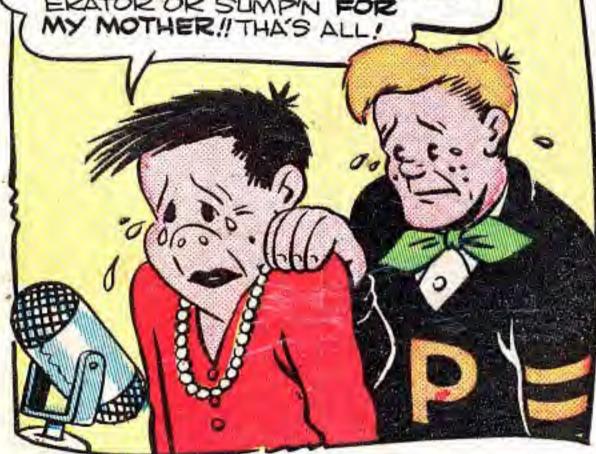




OH! SO IT WAS YOU, JACKSON, THAT THOUGHT OF THIS MRS. JACKSON ROLLTINE! TELL ME, WHY DID YOU DO IT?

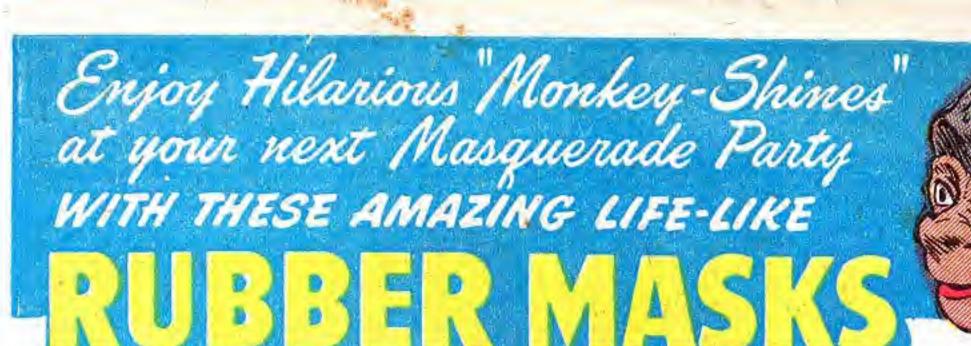












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"Thanks to the Spot Reducer, I lost four inches around the hips and three inches around the waistline. It's amazing." Mary Martin, Long Island City. N. Y.

## OSE WEIGHT

where it shows most

most any part of the body with



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DOCTORS PROVE BY ACTUAL TEST THAT THIS EASY TO USE SPOT REDUCER HELPS LOSE POUNDS AND INCHES WHERE IT SHOWS MOST. Yes . . . Doctors say that this method of reducing will help you lose weight easily, pleasantly, safely. Nothing internal to take, No pills, laxatives or harmful drugs. Just think of it you can lose weight in SPOTS, just in the places it shows most. All you do is follow the instructions of this amazing, new, scientifically designed SPOT REDUCER.

HOW SPOT REDUCER WORKS. The Spot Reducer uses the age old principle of massage. It breaks down excess fatty tissue, tones the muscles and flesh and the increased awakened blood circulation carries awaywaste fat economically, simply, pleasantly. In a recent Medical Book, edited by the chairman and two others members of Council on Physical Therapy of AMERICAN MEDICAL ASSOCIATION, the following is stated on, page 34, Chapter 18, Vol. 3.: "Beyond all question something can be done by massage to reduce local deposits of FAT . . . There can however, be no question that massage applied to the region of the HIPS can and does, reduce the amount of fatty deposits in this region". This book is a reliable unbiased source. of information and many doctors refer to it for the last word in Physical Therapy. This prompted us to develop and have doctors test the SPOT REDUCER.

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